Automotive News

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U.S. dealer total declines after four quarterly rises

By John K. Teahen Jr.
Managing Editor

After four consecutive quarterly increases, the number of dealerships handling U. S.-made passenger cars slipped a bit during the third quarter of this year.

The latest AUTOMOTIVE NEWS census found 20,863 domestic new-car outlets in operation on Oct. 1, down 32 from the 20,895 counted on July 1.

Third-quarter gains by Ford Motor Co. and Chrysler Corp. were not enough to offset losses by General Motors and American Motors-Renault.

Ford Motor showed an advance of 15 outlets for the July-September period, and Chrysler Corp. was up seven. There were dips of 35 for GM and 30 for AMC-Renault. Volkswagen was unchanged.

That's a drop of 43 for the five companies. A change in the number of intercorporate duals reduced the industry's net loss to 32.

All figures in this article and in the accompanying tables refer to the net change in the dealer population, both for the individual corporations and car lines and for the domestic industry as a whole.

The four consecutive quarterly increases were, indeed, an unusual occurrence in the U. S. dealer picture. It hadn't happened since at least 1955. AUTOMOTIVE NEWS began tracking quarterly changes in 1962 and had found only five quarterly jumps prior to the just-ended string.

Only in the third and fourth quarters of 1963 were there consecutive gains.

• The third-quarter dip of 32 outlets compares with a gain of 94 in the year-earlier period. But third-quarter losses were staggering for a few years before that: 303 in 1982, 260 in 1981, 504 in 1980 and 330 in 1979.

Despite the third-quarter lapse, the domestic dealer count was up 22 for the first nine months of this year. The current 20,863 compares with 20,841 on Jan. 1.

The nine-month figures show gains of 98 establishments for Chrysler Corp. and 26 for Ford Motor. There were dips of 58 for AMC-Renault, 55 for GM and 10 for Volkswagen. A change in the number of intercorporate duals put the industry's increase at 22.

For the first nine months of 1983, the total was up 18.

There was also an advance for the 1984 model year. The present total of 20,863 is 46 more than the 20,817 domestic-car outlets in business on Oct.

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U. S. CAR OUTLETS

	Oct. 1, 1984	Oct. 1, 1983
American Motors-Renault	1,468	1,554
Chrysler Corp.	3,962	3,798
Ford Motor Co.	5,534	5,454
General Motors	9,985	10,060
Volkswagen	896	910
TOTALS	21,845	21,776
Minus intercorporate Duals	982	959
NET OUTLETS	20,863	20,817

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breaking news

Mitsubishi tells toll of quotas

LOS ANGELES. — Mitsubishi Motor Sales of America could expand sales to 180,000 units a year and put dealers in the top 125 U. S. markets if import restraints were lifted, Executive Vice President Richard Recchia said here. MMSA now has 82 dealers in 23 markets, is restricted to 35,000 cars a year and expects to sell another 20,000 trucks this year. The firm has more than 3,000 requests for dealerships.

Nissan Maxima sets sales record

CARSON, Calif.—Nissan reported that its redesigned 1985 Maxima set a sales record during its first month on the American market. October sales totaled 9,249, the best sales month ever for the vehicle in the U. S. The previous monthly sales record for Maxima was 7,855 in June, 1983.

GMF ready to build U. S. plant

DETROIT.—GMF Robotics Corp. is in final negotiations to build a plant in the U. S., and probably in Michigan, after

See BREAKING NEWS, Page 8, Col. 1

51-day inventory of domestic autos on Nov. 1

Car supply falls to 12-month low

By Kathleen Hamilton
Assistant Managing Editor

Largely because of strikes against General Motors, the domestic auto industry didn't keep pace with demand for its cars during October. The result: A 51-day supply of new cars in dealer and factory inventory on Nov. 1, the lowest level in 12 months.

Auto makers were able to increase production during the month—just not enough to keep pace with sales.

Because of those output increases, the Nov. 1 inventory of 1,296,182 domestic cars was the highest in three months. On Oct. 1, the stockpile had been 1,266,201; on Nov. 1, 1983, it was 1,224,092. At that time, the sales pace was just about the same as it was last month.

A look at the Nov. 1 shares of car inventories shows the price the strikes have exacted from GM: GM's share was 45.01 per-

Table on Page 73.

cent; Ford Motor Co.'s, 31.90 percent; Chrysler Corp.'s, 18.60 percent; American Motors', 3.65 percent; Volkswagen's, 0.57 percent, and Honda's, 0.27.

One month earlier, GM had a larger share and all the other U. S. producers had smaller shares: GM, 48.32 percent; Ford, 30.22 percent; Chrysler, 16.78 percent; AMC, 3.93 percent; VW, 0.70 percent, and Honda, 0.05 percent.

Ford and Chrysler increased their days-supply levels by increasing output, not because of any decrease in sales: The sales rates of each of the Big Three, along with Honda's domestic Accords, increased measurably during the month.

VW sales were down, as it cleaned up its carryover Rabbits in preparation for the Nov. 1 launch of the successor, Golf.

AMC's domestic-Renault sales fell, but its Eagle sales increased, accounting for its days-supply change.

The numbers in the accompanying table also show significant increases in the supply

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Service Index declines
Page 4

NEWSPAPER

Showcased at Turin

To rally for Ford

Ford has built four prototypes of this sports car which will put the company back into international rallying next year. The mid-engined, four-wheel-drive vehicle, called the RS200, will be on display at the Turin Motor Show, Nov. 14-25. Story on Page 71.

Sleekness from Ghia

At the Turin show, Ghia is featuring this sleek station wagon based on the floor pan of the North American Ford Tempo. The vehicle, known as the Ghia Vignale TSX-4, has four-wheel drive and a transverse-mounted 2.3-liter engine producing 120 HP. Story on Page 71.

Studio Michelotti's PAC

Studio Michelotti will show the PAC prototype at the Turin Motor Show. The prototype has been developed on the Daihatsu Cuore base. The front-wheel-drive car has a two-cylinder engine, and automatic transmission is optional. The PAC seats up to four persons.

Topless Maserati

Maserati Biturbo has been turned into a convertible by Zagato for the Turin show. The body platform has been strengthened to handle added ragtop stress. First deliveries are scheduled for next spring.

Brickyard beauty

Oldsmobile's Calais will lead the pack as pace car for the 69th running of the Indianapolis 500 May 26. It will be a special fiesta red with silver leather interior. A replica version called the Calais 500 will be offered through some Olds dealerships on a limited basis in the spring. Olds says it will include paint and Indy 500 identification, race-theme interior and seats and a street version of the spoiler.

GM's G-cars join list of autos that won't die

By Dan McCosh
Detroit Reporter

General Motors' rear-drive G-cars joined the list of autos that won't die, as GM announced it has temporarily shelved plans for a $530 million (U. S.) retooling of its St. Therese plant in Quebec.

The plant now assembles Oldsmobile Cutlass Supreme and Pontiac Grand Prix and Bonneville models.

Reason cited for the change in plans is an extended life for the G-body — originally slated to die in 1988 with the introduction of the GM10 "W-body" program.

The GM10 is a broadly marketed program that will update most of GM's current front-drive A-body cars and was intended to replace the rear-drive G-cars as well.

Extended life spans of older cars have been the rule lately. Both GM and Ford have extended their rear-drive full-size cars, to 1988 and 1990, respectively, according to insiders. Chrysler recently said it is continuing production indefinitely of its rear-drive M-body.

Relatively low fuel prices, low cost of the older vehicles in the market and their continuing popularity are cited as reasons for the extended life.

However, both Ford and GM are currently in violation of the existing Corporate Average Fuel Economy requirements and must either restrict sales of lower-MPG cars or expand domestic production of small cars to compensate.

Ford recently revealed that it was extending its EXP program and increasing the emphasis on domestically built cars in response to its CAFE dilemma.

GM presumably soon will have to do likewise, contradicting the trend revealed by its new G-car plans.

MODELS: 1942-1985

Number of models offered by U.S. auto makers, 1942 to 1985:

1942	276	1965	348
1946	160	1966	368
1947	182	1967	370
1948	201	1968	368
1949	205	1969	365
1950	243	1970	375
1951	243	1971	341
1952	224	1972	297
1953	210	1973	304
1954	240	1974	302
1955	216	1975	325
1956	232	1976	294
1957	245	1977	275
1958	263	1978	259
1959	239	1979	268
1960	244	1980	252
1961	260	1981	273
1962	296	1982	307
1963	336	1983	298
1964	338	1984	305
		1985	290

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IRS to act on Toyota/Nissan pricing and possibly Honda's

Japanese face $500 million tax bill

By Jake Kelderman
Washington Reporter

WASHINGTON. — Toyota, Nissan and possibly Honda, the giants of the Japanese automotive industry, will likely be hit with a tax bill by the end of the year in excess of $500 million for exporting automobiles to the U. S. at unfairly high prices.

According to U. S. sources and statements made by Takashi Ishihara, head of Nissan Motor Co., Ltd., at a press conference in Tokyo, the IRS will impose penalties against the companies as a result of an investigation it has been conducting since 1977.

The investigation determined that the auto makers have unfairly charged their U. S. sales subsidiaries allegedly higher-than-warranted prices for their cars. The U. S. subsidiaries, which deduct the cost of the vehicles as an expense, thereby reduce their U. S. taxable income.

Said Ishihara, "If the IRS finds we've violated Article 482 of the National Tax Act, they will impose a penalty tax amounting to several hundred million dollars."

The IRS thinks the so-called Resale Price Method the companies have been using to determine this transfer price is the wrong method and that they should have been using the so-called Comparable Uncontrolled Price method which determines the transfer price of a comparable item in a sale between unrelated parties.

• The Japanese makers, strongly denying any wrongdoing, argue that sufficient similarities do not exist between the U. S. and Japanese markets to make such a comparison reasonable.

Based on yearly average sales between 1975 and 1982 of approximately 396,000 units for Nissan, 470,000 for Toyota and 277,000 for Honda, the tax liability is likely to be about $200 million for Nissan, $300 million for Toyota and $100 million for Honda, according to industry sources. Whether the companies ever will pay them is questionable.

Nissan and Toyota are sure to appeal the decision (Honda is already in negotiations with the IRS) and, as Ishihara said, the companies have already asked for government-to-government negotiations on the matter.

Ironically, the IRS began its investigations of the Japanese makers as the result of information it received from the U. S. Customs Service which had just concluded a dumping investigation of the Japanese companies and others. The investigation found them innocent of selling their vehicles here at unreasonably low prices.

Meanwhile, Ishihara told reporters in Tokyo that Nissan may well reduce the transfer price of its vehicles because of the continuing low value of the yen against the dollar. He said such a move would permit the Nissan sales subsidiary to profit from exchange rate fluctuations but that it likely would not lead to reduced sticker prices for Nissan vehicles.

UAW, Ford Canada reach tentative pact

By Marjorie Sorge
Labor Editor

The UAW and Ford Motor Co. of Canada reached a tentative three-year agreement last week which basically tracks the General Motors contract ratified two weeks ago.

UAW Vice President Robert White, director of the Canadian region, said the new pact "is a good agreement for our membership," and he said he was pleased that it was reached without a strike.

The settlement came 18 hours before a noon Friday (Nov. 9) strike deadline. Ratification meetings were held over the weekend and the UAW was optimistic the new agreement would be approved by the 14,250 Ford workers.

The new agreement gives workers an average wage increase of 2.25 percent in the first year, scaled from 9 cents to 50 cents an hour and folded into the base rate. There is also a special Canadian adjustment of 25 cents in the first year, 25 cents in the second year and 24 cents in the third year. An assembler at Ford currently makes $9.64 an hour plus $3.44 in cost - of - living - adjustment (Canadian dollars).

The COLA formula was changed to a one-cent per hour increase for every 0.1 percentage-point rise in the Canadian

Continued on Page 72, Col. 5

Dealers confident of recovery

Service Index falls after 18 gains

By Francis J. Gawronski
Service Editor

The string of 18 consecutive monthly increases in dealership service and parts business ended in September when the volume fell 1.7 percentage points below that in the same month the year before.

According to the Automotive News Service Index, dealers' service and parts business in September amounted to 98.3 percent of the volume done in September, 1983. The August increase in shop volume over the year-ago volume was 10.3 percent.

September was the first month since February, 1983, that dealers' shop business did not show a gain over the year-ago figure.

Dealers were hard pressed to explain the dip, but all were confident that service and parts business would bounce back.

Despite the slight decline in the Service Index in September, dealers' shop business for the nine-month period of 1984 increased to 114.5 percent of the business done in the same period a year ago.

Three of the five indicators used in the Service Index were on the plus side in September, with two of them barely making it.

Shop parts sales (those used in both customer-paid and warranty work) were up 4.3 percent, while total labor sales (customer-paid and warranty) were up .06 percent and gross profit on all labor, parts and accessory sales—the most important indicator from the dealer's viewpoint—was up just .02 percent in September.

On the downside, repair orders written declined 6.7 percent in September, while sales of all parts and accessories dipped 1.6 percent.

Figures used in the Service Index are averages compiled from reports on shop operations from a cross-section of the nation's new-car dealers.

The leading indicator for the nine - month period was shop parts sales, up 21.0 percent, followed by gross profit and sales of all parts and accessories, both up 16.1 percent over the year-ago figure.

Labor sales were up 15.7 percent for the January-September period, and repair orders written increased 6.3 percent.

SERVICE INDEX
98.3*

	Sept., '84 vs. Sept., '83	10 mos., '84 vs. 10 mos., '83
Gross Profit on All Labor and P&A Sales	+ 0.2%	+16.1%
Repair Orders Written	— 6.7%	+ 6.3%
Total Labor Sales (Customer & Warranty)	+ .06%	+15.7%
Shop Parts Sales (Customer & Warranty)	+ 4.3%	+21.0%
Sales of All Parts and P&A	— 1.6%	+16.1%

*—Survey by Automotive News shows that dealers' service and parts business in Sept., 1984, was 98.3 percent of business in Sept., 1983. Service business in the 10 months of 1984 was 114.5 percent of business in the corresponding period in 1983.

Down from 305 a year ago

290 U.S. models offered for '85

By John K. Teahen Jr.
Managing Editor

There's an abundance of big cars, small cars and everything in between in the domestic auto fleet for 1985.

The annual AUTOMOTIVE NEWS analysis finds that the manufacturers are offering 290 U. S.-built models for the new season. The total is down a bit from the 305 count at the end of the '84 model year.

There will probably be additions in the coming months as the makers add models to meet a specific situation, but no major influx is anticipated. The 290-model total includes all the car lines that are expected for the '85 model year, even though some of them are not yet on the market.

The current count consists of 140 models for General Motors, 74 for Ford Motor Co., 52 for Chrysler Corp., 17 for American Motors-Renault, 4 for Honda and 3 for Volkswagen.

(Only U. S.-built models are included in the totals for Renault, Honda and Volkswagen.)

The 305 selections at the end of the '84 model year were made up of 157 for GM, 82 for Ford Motor Co., 45 for Chrysler Corp., 15 for AMC-Renault, 4 for VW and 2 for Honda.

There are seven new lines of cars for '85, and three others have been dropped.

Three of the newcomers are from GM. They are the 20-cars, the Pontiac Grand Am, Oldsmobile Calais and Buick Somerset Regal. VW has introduced the Golf, and Chrysler Corp. has the Chrysler LeBaron GTS and Dodge Lancer, which will go on sale Jan. 3. Another Chrysler Corp. addition is the Plymouth Caravelle.

Two of GM's X-car lines have been scuttled — the Pontiac Phoenix and the Oldsmobile Omega. Also gone is the VW Rabbit, which has been replaced by the Golf.

Chrysler Corp.'s gain of eight models resulted from the three new lines plus additions to the Plymouth Reliant, Dodge Aries and Dodge Daytona nameplates. Dropped were the Chrysler E-Class sedan, the Executive sedan (the limousine remains) and the Dodge 600 ES sedan.

AMC-Renault has two more

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With Reagan's reelection

4 more years at least of problems for unions

By Marjorie Sorge
Labor Editor

There are four more tough years ahead for the UAW and other labor unions — and that is the best they can hope for.

The worst is 12 or more years of a Republican Administration. Unfortunately, one of the ways to avoid that is for the U. S. economy to fall apart and then the unions could claim proof that the Reagan policies don't work.

News Analysis

If the economy continues to prosper, the Democrats and the unions could be out in the cold for a long time. After all, the American public tends to vote its pocketbook.

The 49-state landslide reelection of Ronald Reagan means less political clout for organized labor, even less than it had in his first four years. If the Reagan popularity can be transferred to Vice President George Bush, the unions and the Democratic Party could be out in the cold for 12 or more years.

Of particular concern to unions is that Mr. Reagan will continue with his conservative policies and will be able to appoint the entire five-member National Labor Relations Board and could appoint up to four new Supreme Court justices. He has already appointed three NLRB judges whom the unions maintain are against organized labor.

The unions are worried about being able to continue their traditional roles if new labor laws are passed, and there will be even more court battles with unions on the defensive.

• The UAW also seems to have lost some of its own members to the Republican Party — at least in the presidential vote. Mr. Reagan took 59 percent of the vote in Michigan, a traditionally Democratic state with high union membership.

UAW Vice President Stephen P. Yokich, head of the UAW's Community Action Program department, the political arm, maintains that the majority of the 300,000 UAW members in Michigan voted for Walter Mondale. But, he said, Mondale's plan to increase taxes cost him votes in the state.

"The Reagan landslide in the presidential race is, of course, a disappointment," said UAW President Owen Bieber, "but the results in Senate and House contests appear to suggest that while the American people may like Ronald Reagan personally, they are unwilling to give him and the Republican Party complete control of the government.

"In addition, the results do not indicate that the voters necessarily support Reagan's posi-

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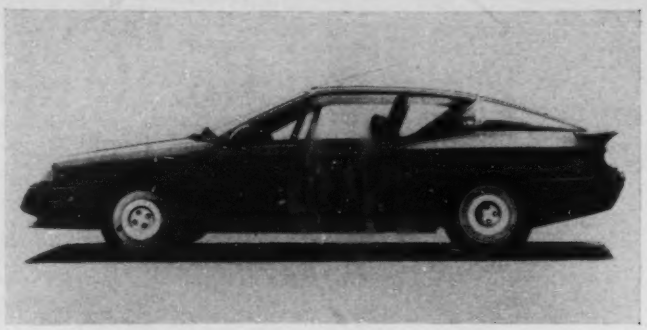

Renault Alpine for U. S. in 1986

The Renault Alpine, a new high-performance sports car, will be offered in the U. S. beginning in the summer of 1986. The Alpine is slated for introduction in Europe early next year. The U. S. version will be powered by a V-6 turbocharged engine.

Looking at election

Less congressional action expected

By Helen Kahn
Washington Bureau Chief

WASHINGTON. — Congressional election results find the makeup of both houses nearly unchanged, with the Republicans losing two of their majority in the Senate and picking up only 14 seats in the House of Representatives, which remains under control of the Democrats.

The effect is largely psychological, but that is not to say it is unimportant. The Democrats clearly have to do more than oppose a popular President Reagan; they must contribute ideas; they must build fences. And they will probably start with a close analysis of what those congressional votes supported.

News Analysis

Early indications seem to involve voting on economic issues. Translating this into the legislative branch, it means a Reagan budget and tax "simplification" and "reform" — probably cuts in social spending but none in defense, and adjustments in tax burdens where the special interests (including business) battle to keep things status quo. Certainly, small firms would benefit more from a modified flat rate than larger automotive companies.

But Congress, when it returns Jan. 4, will devote first attention to the Reagan budget, followed by the inevitable problem of paying for the budget via taxing measures. This means that less attention will be paid to other traditional areas of concern for the auto industry, such as environmental regulation.

It is expected, however, that both the Clean Air Act and the Vehicle Safety Act will be reauthorized during the next Congress. Both provide opportunity for some modest changes — a push for alterations in emission standards and perhaps tidying up in some safety areas.

Senator John Danforth, Missouri Republican, and Rep. Tim Wirth, Colorado Democrat — both air-bag supporters — are on hand and are expected to be active, but major changes cannot realistically be expected.

Another issue — scheduled to arise for the third time before Congress — is the UAW-sponsored domestic-content bill, also backed as a last resort by Ford Motor Co., Chrysler Corp. and American Motors, but opposed by General Motors and all imports. The sticking point in the past has been the Senate, despite two-time passage by the House.

In this area, the utter defeat of Democratic presidential candidate Walter Mondale — who strongly supported domestic content with enthusiastic UAW and AFL-CIO backing — probably means the measure may not even get to a vote, if indeed it receives much attention.

This goes back to the psychological effect of the Democratic and union defeat, rather than the actual makeup of the Congress itself.

As for all those industrial policy ideas the Democrats have, forget it.

The fact that less action can be expected from Congress is something the auto industry will be more than happy to accept.

Kenosha's future tied to labor costs—AMC

By Marjorie Sorge
Labor Editor

The future of American Motors' Kenosha (Wis.) assembly plant hinges on how competitive labor costs are after a new agreement is negotiated with the UAW next year, the company said.

AMC has promised the 8,600 hourly and salaried workers that the plant will continue to build the Reliant Alliance and Encore through the life of those vehicles, probably through 1989, a company spokesman said. Beyond that, no plans have been disclosed for the assembly operation and there are no plans for a new Alliance or Encore, he said.

Rudy Kuzel, president of UAW Local 72 in Kenosha, said the union met with Jose Dedeurwaerder, AMC's president and chief executive officer, last July. At that time, the union was told the Alliance would stay in Kenosha throughout its lifetime, but the company said the local labor agreement is non-competitive.

According to Kuzel, Dedeurwaerder told them AMC would not look favorably on future investment in Kenosha unless the plant became more competitive.

"I am hopeful we can find a solution," Kuzel said.

However, the Kenosha operation is not competitive with either foreign or domestic manufacturers, and much of that non-competitiveness is due to labor costs which include hourly wage rates, work rules and benefits.

An assembler at AMC will make about $13.38 an hour effective Jan. 1. Assemblers at Ford make $12.83 an hour while those at GM make $12.82 an hour in the first year of the new agreement.

The current contract provides an employe investment plan worth between $110 million and $115 million, earmarked for AMC's $900 million new-product program which included the Alliance when the contract was negotiated in 1982.

The workers deferred some annual raises, casual days off and some cost-of-living-adjustments (COLA) for the investment plan. The money will be reinstated into the workers' checks beginning in January at 10 percent interest. The paid days off will be restored in 1985.

The contract between the UAW and AMC in Kenosha expires Sept. 15, 1985.

• According to some sources, AMC makes an average of only $41 on each car it sells while other major auto makers make an average of $400 a car. However, AMC is basically a small-car company and the profit margin on small cars is low while

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NHTSA lists status of its auto probes

WASHINGTON.—After some four years, NHTSA is again listing the status of its safety-related defect investigations.

While these lists are not being distributed routinely to press and public, they are available upon request.

In October, NHTSA opened an investigation into engine support brackets pulling away from the frame in some Chrysler Corp. cars. It is also looking into front-axle ratio valve malfunctions — an area brought to the agency's attention by the Center for Auto Safety.

Moreover, NHTSA has upgraded its investigation into Peugeot transmissions jumping out of gear on turns.

NHTSA has sent recall requests to Jaguar for seat-belt retractors on 1977-80 Triumphs and MGs and to General Motors for rear-brake lockup on 1981-82 Chevette diesels.

Among the requests for information which have been sent to manufacturers is one involving 1979-82 Ford Motor Co. Escort, Lynx and Mustang front-seat track and mounting. This is the case in which the Center for Auto Safety reported to NHTSA the existence of a dealer service bulletin explaining cracks in the floor pan and the recommended fix of welding sheet metal.

• Other requests for data have gone to: Ford about front-seatback failure in 1981 Escort/Lynx models; to GM about horn pads on 1981-84 Buicks and about rear-wheel detachment on 1982 Camaro/Firebird models; to Mazda about steering lockup in 1982-84 vehicles; to Ford about ineffective brake systems on 1980 Thunderbird/Cougar models; to GM about rear suspensions on Chevrolet S-10 and GMC-15 models, and to Ford about stalling due to vapor lock on 1981-82 chassis.

More requests for data have been sent to: Ford about hoods flying up on 1982-83 Escort, Lynx, EXP and LN7 models while they are being driven; to Honda about sudden loss of headlights on 1977-83 Accords and Civics; to Chrysler about engine-mount support brackets on 1984 Plymouth Voyagers; to Chrysler about fuel tank leakage and failure on 1976-79 Aspen/Volare models, and to GM about power brake assist on

Continued on Page 72, Col. 2

Studio Michelotti shows Scimitar SS1

Along with PAC (shown on Page One), Studio Michelotti will display the Scimitar SS1, produced by Reliant Motors, at the Turin Motor Show. The two-seat convertible has retractable headlamps.

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60th year — No. 5048

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Pontiac 1000 for '85

New in '85 for the Pontiac 1000 is the expanded availability of the five-speed manual transmission. It can be ordered in place of the standard four-speed in both the three- and five-door body styles, with or without air conditioning. The 1.6 overhead cam four-cylinder engine remains standard. A three-speed automatic transmission continues to be available.

Effects of Canadian strike overcome

Month posts modest car-sale gain

By Jenny L. King
Staff Writer

Overcoming the temporary odds posed by the UAW strike against General Motors in Canada, which affected GM's October production throughout North America, U.S. auto makers posted a modest 3.82 percent sales gain this October compared with the same month of 1983.

Import sales were up 8.47 percent, achieving their best October total in history and claiming 23.57 percent of the market. A year ago, import penetration was 22.80 percent.

Domestic sales climbed 3.82 percent during the month, to 689,563 from 664,194 last year. They were boosted by the addition of an extra selling day, so the daily rate of 25,539 was down 0.03 percent from 25,546. There were 27 selling days this year and 26 in October, 1983.

Import sales numbered 212,700, up 8.47 percent from 196,095 last year, the former record for the month. Best October penetration was 25.66 percent in 1982. A year ago, it was 22.80 percent for the imports.

Total retail sales for October were 902,263, up 4.88 percent from 860,289 in 1983.

Year-to-date domestic auto sales were 6,790,153, up 20.28 percent from 5,645,354 in 1983. Import sales through October totaled 2,041,205, up 2.04 percent from 2,000,423 a year earlier.

Industry sales were up 15.58 percent for the calendar year, to 8,831,358 from 7,641,217.

It was three up and three down for the major domestic makers in October. Ford Motor Co., Chrysler Corp. and Honda reported increases while General Motors, American Motors and Volkswagen were off.

Ford sales, up 29.18 percent so far this calendar year, were 27.72 percent ahead for the month, to 192,012 from 150,340. Chrysler was up 19.69 percent for October, to 90,891 from 75,938, and Honda doubled its total, to 13,283 from 5,219.

• GM, suffering production stoppages from the strike against it by Canadian members of the UAW, was down 8.56 percent for the month, to 375,075 from 410,177. AMC missed its year-ago mark by 8.16 percent, dipping to 14,092 from 15,344. VW reported sales of 4,210 Rabbit sedans, a 41.33-percent decline from 7,176 a year earlier.

GM's sales slump cost it more than seven percentage points in market penetration: 54.39 percent compared with 61.76 percent a year earlier. Ford picked up five points, going to 27.85 percent from 22.63 percent.

Chrysler moved up to 13.18 percent from 11.43 percent; AMC had 2.04 percent compared with 2.31 percent; Honda earned 1.93 percent compared with 0.79 percent, and VW dropped to 0.61 percent from 1.08 percent.

Ford Motor Co. makes showed the greatest sales strength in October among all the domestics. Lincoln was up 64.51 percent, Mercury was up 26.05 percent and Ford had a 25.27 percent increase.

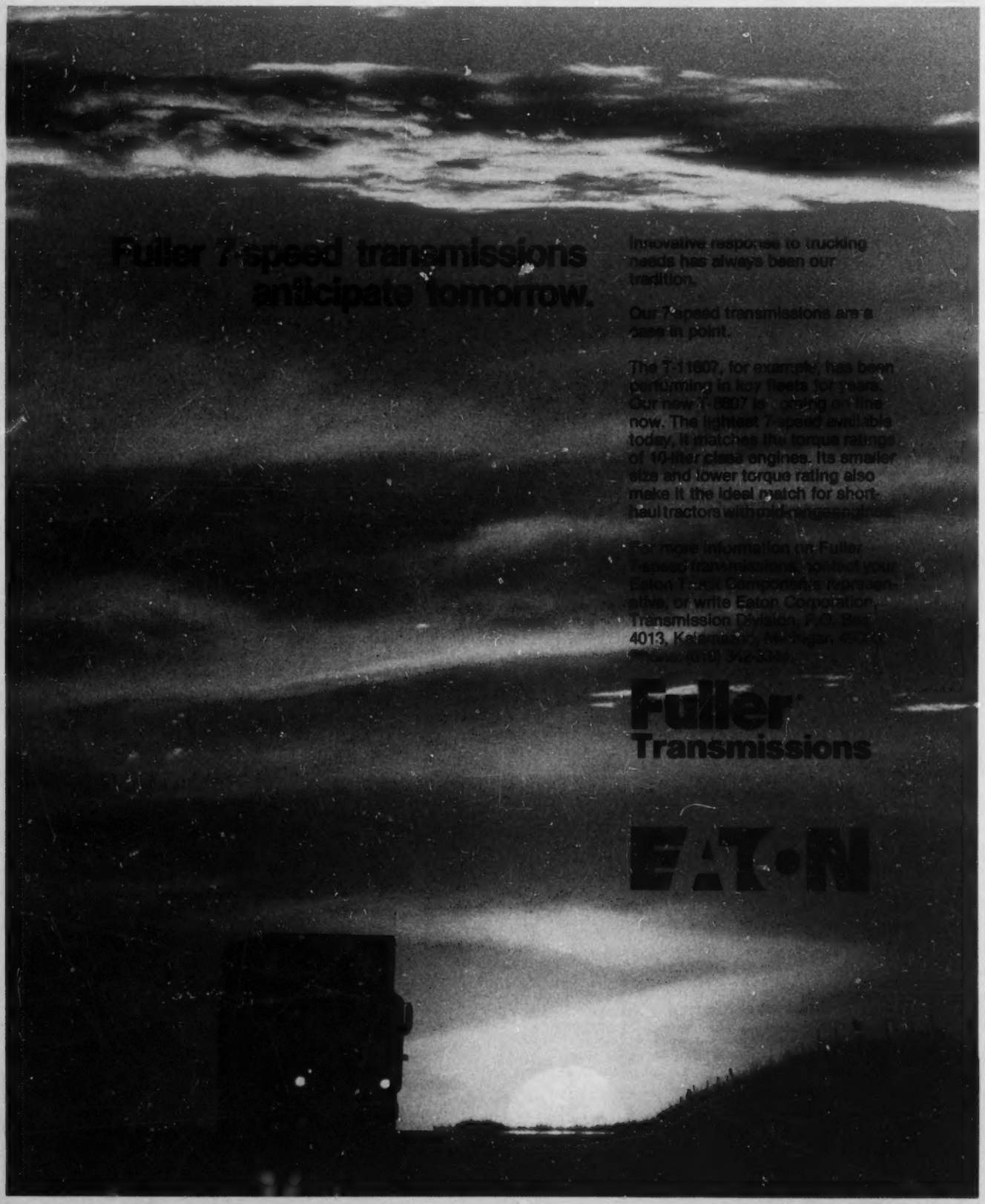
At Chrysler Corp., Chrysler was up 20.92 percent, Dodge was up 20.78 percent and Plymouth was up 16.93 percent.

Chevrolet was the only GM make to advance past its 1983 total. Chevrolet was up 1.23 percent, Pontiac was off 3.39 per-

Continued on Page 68, Col. 1

Where auto market was in October

	Total Sales	Pct. of Total
SUBCOMPACT	122,140	13.54
COMPACT	148,199	16.43
INTERMEDIATE	233,629	25.89
STANDARD	102,058	11.31
LUXURY	83,537	9.26
IMPORT	212,700	23.57
TOTAL	902,263	100.00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The T-11607, for example, has been performing in key fleets for years. Our new T-8607 is coming on line now. The lightest 7-speed available today. It matches the torque ratings of 10-liter class engines. Its smaller size and lower torque rating also make it the ideal match for short-haul tractors with mid-range engines.
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Transmissions
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Ford Credit net shows 3 pct. gain in third quarter

DEARBORN. — Ford Motor Credit Co. reported slight increases in profits for the third quarter and the first nine months of 1984.

Net income for the quarter was $82.1 million, up 3.7 percent from last year's $79.2 million. For the nine-month period, net income was $239.1 million, up 4.8 percent from last year's $228.1 million.

Ford Credit said it provided financing for 289,000 new vehicles in the first nine months of 1984, up from 270,000 last year, and it financed 27 percent of all new vehicles sold by Ford dealers.

Higher borrowing costs this year have helped keep earnings increases lower. At Ford Credit, the average borrowing cost was 11.35 percent this year, compared with 10.23 percent last year.

Domestic cars up 16 pct.; imports down 4 pct.

Registrations top year-ago month

By Jenny L. King
Staff Writer

U. S. new-car registrations in August dipped 5.72 percent from the higher July level but were up 10.13 percent compared with the same month a year earlier and were fourth best for the current calendar year.

R. L. Polk & Co. reported total August registrations of 851,715 domestic and imported passenger cars, down some 50,000 units from the 903,390 posted in July. In August, 1983, registrations added to 773,362.

Imports again lost ground, as has been their fate since the domestic market began its comeback in late 1983. The import share of the market plunged to 26.74 percent this August from 30.78 percent for the month a year ago.

Import registrations totaled 227,758 in August, down 4.31 percent from 238,012 a year earlier.

Domestic new-car registrations were up 16.55 percent August to August: To 623,957 from 535,350. Domestics were down 8.15 percent from the 679,287 posted in July of this year.

Each of the major domestic auto makers came out ahead of 1983 in shares of the market for the month, with Ford enjoying the greatest gain. Ford's share was up 2.13 percentage points, to 18.53 percent from 16.40 percent. General Motors was up 1.40 percentage points, to 44.46 percent from 43.06 percent.

Chrysler Corp. edged up to 8.78 percent of the total market from 8.36 percent, a difference of 0.42 percentage points, and American Motors was up 0.09 percentage points, to 1.49 percent from 1.40 percent.

• Excluding the imports, the August market breakdown showed GM with 60.69 percent, Ford with 25.29 percent, Chrysler with 11.98 percent and AMC with 2.04 percent.

A year earlier GM had 62.20 percent, Ford had 23.69 percent, Chrysler had 12.08 percent, American Motors had 2.02 percent and miscellaneous domestics accounted for 0.01 percent. The miscellaneous category represents less than 0.01

Continued on Page 52, Col. 1

Sandow signs

MT. HOLLY, N. J.—Larry Sandow has signed with Pontiac for Arrow Pontiac-GMC here.

Schneider signs

G. F. (Gil) Schneider signs his new Oldsmobile dealer sales and service agreement for Century Oldsmobile Co., Van Nuys, Calif., as John T. Lennon, Oldsmobile's Los Angeles zone manager, looks on.

AUTOMOTIVE NEWS ANALYSIS OF NEW-CAR REGISTRATIONS

Based on R. L. Polk & Co. Statistical Report
AUGUST, 1984 VERSUS AUGUST, 1983

	1984 Month	1984 Year	1983 Month	1983 Year
AMC Alliance FWD	6,770	62,767	8,068	85,363
Encore FWD	4,855	45,949		
Spirit			266	4,434
Concord			336	8,777
Concord SW			191	3,931
Eagle 4WD	210	2,581	742	6,919
Eagle 4WD SW	884	10,130	1,243	12,757
TOTAL AMC	12,719	121,427	10,846	122,181
Chrysler Laser FWD	4,200	35,838		
LeBaron FWD	7,769	58,734	5,168	46,442
LeBaron SW FWD	809	6,678	1,203	7,266
E Class/New Yorker FWD	6,326	53,313	7,384	46,783
Cordoba			729	9,301
New Yorker Fifth Ave./Newport	8,700	51,320	6,646	53,676
Imperial			59	1,167
Total	27,804	205,883	21,189	164,635
Plymouth Horizon FWD	5,840	50,411	5,046	35,149
Turismo FWD	4,185	31,466	2,916	23,470
Reliant FWD	5,867	68,822	7,030	80,015
Reliant SW FWD	2,649	26,638	3,522	31,532
Gran Fury	1,246	10,430	658	10,812
Total	19,787	187,767	19,172	180,978
Dodge Omni FWD	5,300	43,679	4,489	31,502
Charger FWD	4,520	34,444	4,279	29,124
Daytona FWD	3,394	29,542		
Aries FWD	4,614	52,290	5,240	57,362
Aries SW FWD	2,044	21,398	2,768	25,066
600 '84/400 '83 FWD	2,179	15,964	2,312	22,037
Diplomat	2,604	16,456	2,136	17,457
Mirada			365	3,616
600 FWD	2,527	23,445	2,700	19,149
Total	27,182	237,218	24,289	205,313
TOTAL CHRYSLER CORP.	74,773	630,868	64,650	550,926
Ford Escort FWD	21,274	171,539	16,882	168,836
Escort FWD	6,231	54,815	5,338	57,827
EXP FWD	2,594	18,132	2,045	16,614
Fairmont			1,439	44,570
Tempo FWD	20,635	166,624	16,922	39,348
LTD	10,260	92,274	8,541	72,205
LTD SW	3,804	36,346	3,524	30,444
LTD Crown Victoria	12,355	92,371	5,982	66,769
LTD Crown Victoria SW	1,848	19,913	1,177	14,281
Mustang	11,184	87,688	8,743	77,660
Thunderbird	11,925	101,613	13,979	69,412
Total	102,110	841,315	84,572	660,956
Lincoln Town Car	6,494	51,063	3,534	31,450
Mark VII	1,966	21,592	2,450	18,760
Continental	3,851	19,916	948	9,778
Total	12,311	92,571	6,932	59,988
Mercury Lynx FWD	4,067	33,801	5,612	43,141
Lynx SW FWD	1,053	9,199	1,300	12,157
LN7 FWD			323	4,375
Capri	1,347	12,368	1,735	15,379
Zephyr			270	12,891
Topaz FWD	5,798	48,403	5,473	12,293
Marquis	8,050	58,600	3,784	31,920
Marquis SW	990	8,463	1,351	10,661
Grand Marquis	11,075	82,992	5,345	57,273
Grand Marquis SW	1,210	10,639	787	8,645
Cougar	9,766	75,667	9,332	43,525
Total	43,356	340,132	35,312	252,260
Lincoln-Mercury Division Total	55,667	432,703	42,244	312,248
TOTAL FORD MOTOR CO.	157,777	1,274,018	126,816	973,214
Buick Skylark FWD	7,392	67,631	7,827	70,930
Skyhawk FWD	11,493	76,405	5,201	42,747
Skyhawk SW FWD	1,135	7,388	810	7,343
Century FWD	15,329	164,409	13,779	85,816
Century SW FWD	2,365	19,697		
Regal	16,282	132,557	16,471	139,448
Regal SW			1,245	10,240
LeSabre	12,789	94,137	11,845	83,012
Electra	1,092	33,160	6,465	48,890
Electra FWD	6,325	22,127		
Buick SW	1,203	9,634	1,464	12,729
Riviera FWD	3,706	33,529	3,747	29,587
Total	79,111	612,674	68,854	530,742
Cadillac DeVille	6,408	71,943	11,124	83,706
DeVille FWD	5,743	17,690		
Cimarron FWD	1,584	11,891	1,492	13,196
Fleetwood & Chassis	2,073	26,889	2,885	26,948
Fleetwood FWD	2,238	7,483		
Eldorado FWD	5,553	44,211	5,770	41,972
Seville FWD	2,676	22,824	2,475	18,915
Total	26,275	202,931	23,746	184,737
Chevrolet Chevette	13,466	120,114	14,055	118,401
Camaro	18,341	137,414	15,130	115,388
Cavalier FWD	25,665	188,224	16,582	112,447
Cavalier SW FWD	7,749	59,862	7,327	43,387
Citation FWD	5,373	66,784	5,400	68,309
Malibu			4,862	35,977
Malibu SW			4,613	36,090
Celebrity FWD	17,459	155,262	16,221	98,525
Celebrity SW FWD	8,145	63,736		
Monte Carlo	8,920	87,705	7,946	61,906
Impala	4,602	36,650	4,858	32,048
Caprice	11,463	97,377	10,751	80,254
Chevrolet SW	5,013	40,280	4,937	37,989
Corvette	2,140	18,470	2,624	16,482
Total	128,336	1,071,878	115,306	857,203
Oldsmobile Omega FWD	2,906	30,546	3,906	36,995
Firenza FWD	4,549	31,761	2,334	21,462
Firenza SW FWD	1,156	9,508	1,005	8,668
Cutlass Ciera FWD	17,691	143,036	16,823	107,963
Cutlass Ciera SW FWD	3,808	29,933		
Cutlass Supreme/Calais	20,856	225,899	22,493	190,810
Cutlass SW			1,951	15,153
Delta 88	20,721	159,486	15,300	131,967
98	447	36,243	9,319	70,788
98 FWD	7,893	25,135		
Oldsmobile SW	2,380	20,808	1,929	17,035
Toronado FWD	3,388	26,697	2,834	23,402
Total	85,795	739,052	77,894	624,243
Pontiac 1000	2,404	18,526	3,016	23,049
Firebird	9,396	69,657	7,413	59,635
2000 Sunbird FWD	10,958	76,631	6,143	49,380
2000 Sunbird SW FWD	1,098	8,269	1,381	8,320
Phoenix FWD	1,214	9,956	1,712	18,530
Bonneville	5,303	46,944	6,174	42,058
Bonneville SW			1,571	10,284
6000 FWD	8,058	69,462	8,621	53,154
6000 FWD	1,565	13,556		
Grand Prix	6,009	51,161	8,257	57,149
Parisienne	3,648	25,306	2,323	7,342
Pontiac SW	1,389	10,623	589	1,144
Fiero	8,102	67,099		
Total	59,144	467,190	47,200	331,045
TOTAL GM CORP.	378,661	3,093,725	333,000	2,527,970
Checker			3	242
Miscellaneous Domestic	27	187	38	481
Domestic Station Wagon Total	58,528	497,513	51,226	423,949
Domestic Grand Total	623,957	5,120,225	535,350	4,174,772
Import Total	227,758	1,650,289	238,012	1,646,463
Grand Total All Registrations	851,715	6,770,514	773,362	5,821,235

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report. New York and Oklahoma 1984 registrations compiled from manufacturers' sales records. Oklahoma 1983 figures not available. Current District of Columbia and Louisiana figures delayed.

American Sunroof Company Installing Associates

Alabama
Custom Auto Vinyl Tops, Birmingham

Arizona
Automotive Concepts, Inc., Scottsdale
Universal Vinyl Tops, Tucson

California
American Body Shop, Inc., Ventura
American Sunroof Co., Los Angeles
American Sunroof, Santa Ana
American Sunroof, N. Hollywood
Bay Area Sunroof, San Carlos
Brisar, Santa Ana
D & D Kustom Vans, Fresno
East Bay Sunroof, Inc., Emeryville
Executop, Sunnyvale
E-Z Rider, Salinas
Midway Vinyl Tops, Compton
Precision Auto Sunroof, San Marcos
Rem Vinyl, Redding
San Francisco Sunroofs, San Francisco
Sierra Coach, Inc., Sacramento
The Sky is the Limit, Santa Rosa
The Sunroof Factory, Alhambra

Colorado
Meyer & Sons, Inc., Denver

Connecticut
American Sunroof CT, S. Norwalk

Delaware
Autosport, Inc., New Castle

Florida
ASC of Florida, Pinellas Park
ASC of Florida, Inc., Orlando
Ted Faulkner Company, Sanford
Florisun Custom Coach, Fort Meyers
Kelley's Custom Trim, Delray Beach
Precision Auto Works, Pensacola
Sunroof Corp.-Orlando, Longwood
Sunroof of Florida, Inc., Clearwater Park

Georgia
ASC of Atlanta, East Point

Hawaii
Electronic Entertainment, Aiea

Illinois
Broadway Auto Top, Inc., Evanston
Lang's Auto, Northbrook
Tucker Automotive Corp., Palatine

Indiana
Indy Auto Sound, Indianapolis

Kansas
Top King, Inc., Kansas City

Kentucky
Car Customizing Co., Louisville

Louisiana
Acadiana's Top Shop, Lafayette
Duplessis Aftermarket Products, Baton Rouge

Massachusetts
American Sunroof, Norfolk

Maryland
Adler & Mendel, Inc., Rockville
Creative Customs, Inc., Capitol Heights
Creative Customs, Baltimore
Overseas Custom Inc., Gaithersburg

Michigan
A & E Auto Trim & Glass, Plymouth
R. S. Harper, Fraser
Kelley's Custom Trim, Flint
Rennaissance Tyre Company, Detroit
Stasic Corporation, Ferndale

Missouri
Consumers Glass Service, St. Charles
Dabryant Coach Builders, Springfield

Nevada
Valley Van Works, Inc., Las Vegas

New Jersey
Atlantic Custom Coach Works, Atlantic City
Auto Sunroof Inc., Cinnaminson
Autobahn Custom Car, Inc., Middletown
Purich Inc., Bogota

New Mexico
Western Radio, Albuquerque

New York
Air Survey East Inc., Bellmore
American Auto & Plate Glass Co., Albany
American Pullman Coach Builders, Brooklyn
American Sunroof of Rochester, Victor
Auto Sunroof of Larchmont, Larchmont
Car World Inc., Poughkeepsie
Cheesi Auto Company, Brooklyn
Clearview Sunroof & T-Top, Bay Port
Empire Custom Coach, Brooklyn
Hurner & Binder, New York
J. R. Pride Auto Center, Jamestown
Long Island Custom Coach Work, Inc., Farmingdale
MacGregor's Automotive Styling Centers, Brooklyn
Metro Coach & Sunroof Ltd., Huntington Station
Prosesco Coach Builders, Repo Park

North Carolina
American Conversion, Inc., Mt. Airy
Aumark, Inc., Greensboro
C & C "T" Top Shop, Inc., Fayetteville
T-Tops, Inc., Garner

Ohio
Auto Options, Inc., Columbus
CCU Custom Upholstery, Lorain
Jim Hayden, Inc., Cincinnati
J. R. Pride Auto Center, Akron
Ohio Auto Custom Craft, Cleveland

Oklahoma
Sunroof of Oklahoma, Oklahoma City
Sunroof of Oklahoma, Inc., Tulsa

Oregon
Western Sunroof, Portland

Pennsylvania
American Automotive Restyling, Harrisburg
Custom Trim, Pittston
Executive Motors, Inc., Pittsburgh
M & T Trading, Telford

South Carolina
American Sunroof, Custom Craft of Atlanta, Inc., W. Columbia
Pop's Top Custom Coach, N. Charleston

Tennessee
Autocraft, Chattanooga
Autocraft, Knoxville
Autocraft, Nashville

Texas
ASC Custom Craft of Dallas, Dallas
ASC Custom Craft of Dallas, San Antonio
Auto Trends, Houston

Utah
Custom Van of Utah, Salt Lake City

Washington
J/S Custom Auto World, Redmond

Wisconsin
Erickson Auto Trim, Racine

Canada
A-1 Auto & Window Glass Ltd., Calgreen, Alberta
Automotive Sunroof Customcraft (ASC), Mississauga, Ontario
Automotive Sunroof Customcraft (ASC), Pickering, Ontario
Clear-View Auto Glass, Richmond, BC
Custom Coachcraft Corp. of Canada, Regina, Saskatchewan
Dime's Auto Trim, Windsor, Ontario
G. Lebeau Ltd., Montreal, PQ
Hy's Auto Trim Co., Ltd., London, Ontario
Newmarket Glass Center, Newmarket, Ontario
Mobile Custom Auto Trim, Toronto, Ontario
Select Auto Glass, Hamilton, Ontario

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Bright days for light trucks

Looks like two banner years in a row

By Jack Walsh
Truck & RV Editor

Light trucks had their second-best year ever in the 1984 model year, and the 1985 models, according to industry observers, should do about as well or possibly better.

Only two all-new entries are scheduled at this time in the light-truck market in 1985, the General Motors compact M-van and the small Ford Aerostar van.

However, there have been numerous engineering refinements, changes in equipment and comfort features, and new options in the existing products.

In the 1984 model year, 3,664,149 light trucks of all types were retailed in the U. S., only about 4,000 fewer than the all-time high of 3,668,204 sales in 1978.

With the entry of the new GM and Ford small vans, plus continued growth in sales of the Chrysler T-vans, some industry leaders are confident that light-truck deliveries will hit a new high in the 1985 model year.

• The non-captive Japanese compact trucks — Toyota, Nissan/Datsun, Mazda, Isuzu and Mitsubishi — were important contributors to the near-record light-truck performance in the 1984 model year.

During the year, 518,076 compact imports were sold, representing 14 percent of the industry total. In the 1978 model year, only 176,649 non-captive imports were retailed and they accounted for slightly less than five percent of the market.

The fuel-efficient Japanese compacts have been increasing their market share yearly since 1978 in spite of the introduction of the small domestic vehicles in the 1982 model year.

In the 1981 model year, when light-truck sales hit a seven-year low of 2,069,755 units, the non-captive share was almost 12.5 percent with 253,901 sales.

There will be greater availability of the Chrysler compact vans in 1985. Pat Keegan, truck operations general manager, said he expects 1985 model-year deliveries to approximate 250,000 units, compared with about 150,000 in the past year.

• In 1984 the Chrysler compact-van mix was 85 percent window models and 15 percent panel. It is being changed in 1985 to 90 percent window vans, but with the boost in production rates there will be more panel vans available in 1985 than in 1984, according to Keegan.

The small GM vans — Chevrolet Astro and GMC Safari — are off to a slower-than-anticipated start because of the newness of the product, a renovated plant and work force new to the product, and aren't likely to be available in any great volume until the first quarter of 1985.

Ford's Aerostar now is scheduled for a May startup after several postponements for reasons similar to those at GM.

Neither GM nor Ford have estimated how many of the compact vans their dealers will retail in the 1985 model year, but the combined total is expected to be about 150,000 units. Both companies plan a 50/50 split in production of window and panel models.

Ford calls 1985 the "year of the powertrain" for its light trucks, with extensive changes in engines, transmissions and axle ratios.

• For starters, a 2.3-liter EFI (electronic fuel injection) inline four is the new standard engine in the compact Ranger pickup. A 2.3-liter, turbo-charged diesel, which Ford said has significant HP and torque improvements, is a new option in the Ranger and Bronco II.

A five-speed manual overdrive transmission has replaced the four-speed as the standard gearbox for these compact vehicles, and a four-speed automatic overdrive also is new for both truck with gasoline power. A new 4.10-to-1 axle ratio is offered for greater pulling power.

An optional 5.8-liter high-output 4V V-8 will be available in December in full-size F-Series light trucks, and the 6.9-liter diesel V-8 will be available for the first time in the crew-cab models.

The optional 5-liter V-8 now features a power-boosting, multiple-port electronic fuel-injection system in place of the former carburetor system.

The 5.8-liter HO V-8 will be offered in December in vans of more than 8,500 pounds GVW, and the 5-liter EFI V-8 will be available next month in the full-size Bronco. With it will be the first automatic overdrive transmission offered in this vehicle.

• Chrysler is counting on the new five-year/50,000-mile powertrain warranty on all domestic light trucks to boost its 1985 model sales to between 550,000 and 600,000 units, compared with about 475,000 in 1984.

There also is a 5/50 outer-panel rust-through warranty on both the domestic trucks and the imported Ram 50 compact pickups.

Conventional 4x4 pickups and Ramcharger sports/utility vehicles now have the new "Ram Trac" front-axle system which permits switching to and from the 4x4 mode at normal driving speeds by moving a lever.

A new "Fuel Pacer" shift-indicator light, which signals the driver when proper RPMs are attained to upshift with optimal fuel economy, is standard on all full-size trucks with a 225-cubic-inch six and manual transmission and compact vans with the manual transaxle.

The optional 5.2-liter V-8 for conventional pickups have been improved to provide greater

Continued on Page E-28

Light Truck Sales in U.S.-Model Years 1978-84

	1978	1979	1980	1981	1982	1983	1984
DOMESTIC UNITS*	3,491,555	3,085,504	2,157,683	1,815,854	1,944,197	2,320,518	3,146,073
IMPORT UNITS**	176,649	236,980	266,182	253,901	284,618	406,934	518,076
TOTAL	3,668,204	3,322,484	2,423,865	2,069,755	2,228,815	2,727,452	3,664,149

*—Includes Captive Imports. **—Non-Captive Imports only.

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1985 MODEL DOMESTIC CAR BODY FAMILY DESIGNATIONS

GENERAL MOTORS

	A	B	C	D	E	F	G	J	K	N	P	T	X	Y
CHEVROLET	Celebrity*	Impala* Caprice Classic*				Camaro	Monte Carlo	Cavalier*				Chevette	Citation	Corvette
PONTIAC	6000*	Parisienne*				Firebird	Bonneville Grand Prix	2000*		Grand Am	Fiero	1000		
OLDSMOBILE	Ciera*	Delta 88*	Ninety-Eight		Toronado		Cutlass Supreme	Firenza*		Calais				
BUICK	Century	LeSabre*	Electra		Riviera		Regal	Skyhawk*		Somerset Regal			Skylark	
CADILLAC		Fleetwood Brougham DeVille	Fleetwood Limousine	Eldorado				Cimarron	Seville					

*Station wagon also available under this body code in car line.

FORD MOTOR CO.

	ERIKA	TOPAZ	FOX	L	LS*	S	PANTHER
FORD	Escort EXP	Tempo	Mustang	LTD		Thunderbird	LTD Crown Victoria
MERCURY	Lynx	Topaz	Capri	Marquis		Cougar	Grand Marquis
LINCOLN					Continental Continental Mark VII		Town Car

*Air suspension models.

CHRYSLER CORP.

	CV	E	G	H	K	KC	L	M	S
PLYMOUTH		Caravelle			Reliant		Horizon Turismo	Gran Fury	Voyager
DODGE	600 Convertible	600	Daytona	Lancer	Aries		Omni Charger	Diplomat	Caravan
CHRYSLER	LeBaron	New Yorker	Laser	LeBaron GTS		Limo		Fifth Avenue	

Planning Chrysler's H-cars

Aimed at baby-boomer tastes and income

Chrysler Corp.'s new H-cars (Dodge Lancer and LeBaron GTS) are aimed at the tastes and income of the new baby-boomers, an aspiration shared by virtually all domestic auto companies cognizant of the emergence of those born after 1946 as the dominant economic class in the mid-1980s.

"We've never played in this market, in a way we still don't. Nobody is quite there yet," says Donald L. Gschwind, Chrysler vice president, program management.

The crowding of the field with competitive products makes the H-car one of Chrysler's riskiest marketing gambles so far. Planners plumbing yuppie yearnings and earnings find remarkable agreement on the basic profile of today's most populous market. But when it comes to translating buyer demographics into a desirable automobile, manufacturers have launched themselves in widely different directions.

Chrysler's big gamble with the H-body is its anticipation of some 160,000-unit annual sales of a single four-door, liftback model. Without the flexibility of two-door or station wagon variations, Chrysler still must exceed its currently most popular four-door, the Chrysler Fifth Avenue, which sold some 80,000 units in the 1984 model year, by a significant margin. Chrysler's minimum sales expectations for the H-body even have to exceed combined 1984 Aries/Reliant four-door sales of some 155,000 cars.

Adding to Chrysler's pre-launch anxiety is the fact that its competition, after researching the identical yuppie market, opted to go off in different directions with '85 offerings.

General Motors' own interpretation for the hyphenated surname crowd is a more or less conventional two-door coupe, to be followed next year by a four-door, while Ford's $16,000 imported Merkur XR4Ti is pegged at a much lower volume, albeit higher-priced market in the 20,000-unit range.

• Chrysler launches its Chrysler LeBaron GTS and Dodge Lancer models in January.

The H-body cars are built on a platform shared with the Laser/Daytona coupes introduced last year. The 103-inch wheelbase thus matches both those cars and the Plymouth Caravelle and Chrysler New Yorker. The rounded, aerodynamic styling makes the H-car appear smaller than the other Chrysler sedans, although its front-seat dimensions actually are slightly larger than the New Yorker.

The most significant styling feature is Chrysler's retention of a notchback profile while incorporating a fold-down rear seat and a lifting "hatch." The system is similar to the one pioneered by Swedish-maker Saab, and allows full trunk security, notchback styling with most of the benefits of a hatchback.

"Styling is aerodynamic, but not aerodynamic in the sense of being ugly," says Gschwind. "Aerodynamics is an expression of being modern. Also, it does improve fuel economy, and when we were planning the car, we didn't know what the fuel economy would be for '86, '87 and '88.

"The car is designed without a vinyl roof — I wouldn't even

Continued on Page E-31

Trucks

Continued from Page E-27

economy with no loss in performance. Compression ratio has been increased from 8.4 to 1 to 9 to 1, and the carburetor's fuel-air burn rate has been boosted.

• The improved V-8 is the standard engine in 1985 in B350 vans and wagons with a 7,500-pound GVW rating, and is optional on B150 and B250 models. The Ram 50 Royal and all Power Ram 50 4x4 compacts now have a modified 2.6-liter four as the standard engine, plus a five-speed manual overdrive transmission.

New to the Chevrolet/GMC S-pickups and sports/utility vehicles for 1985 is a bigger, more powerful base engine. The 2.5-liter L4 develops 92 HP at 4,400 RPM and 134 foot pounds of torque at 2,800 pounds. A four-speed automatic transmission also is a new option in these vehicles.

In the full-size pickups, vans, sports/utility vehicles and Suburbans, the new "Vortec" 4.3-liter V-6 gasoline engine replaces the 4.1-liter in-line six as the standard power plant. It features swirl-port combustion chambers for improved mixing of fuel and air.

The GM compact window and panel vans, unlike their Chrysler rivals, are rear-wheel-drive vehicles, and the window models can accommodate up to eight adults.

The vans have a sliding door on the right side and swing-out rear doors which GM says provide a wider opening than the full-size vans.

• A 2.5-liter, fuel-injected four-cylinder engine is the standard engine and produces 90 HP. A 4.3-liter, 155-HP V-6 is optional. A four-speed manual is the base transmission, and a five-speed manual and four-speed automatic also are available.

GM claims that its small vans, depending on equipment, can tow up to 5,000 pounds, 3,000 more than the Chrysler and Toyota models. They have a wheelbase of 111 inches and an overall length of 176.8 inches.

For 1985, the downsized Jeep Cherokee and Wagoneer will have an optional 2.1-liter turbocharged diesel available in all states except California. It was developed by Renault and will be offered on all vehicles but base models.

Command-Trac, introduced last year as a part-time four-wheel-drive system incorporating "shift-on-the-fly" capability, will be standard on all Jeep models.

"Shift-on-the-fly" also has been incorporated for the first time in Jeep's Selec-Trac, the full-time 4x4 system.

New convenience features for 1985 include rocker/recliner front-bucket seats adapted from the Renault Alliance, popout rear-quarter window vents on the two-door Cherokee (spring availability), and a service-control monitor to check all vital fluid levels. □

BEST AVAILABLE COPY

Chevrolet deal for Busler

Henry T. Busler, seated right, signs a new dealer agreement with Chevrolet for Hank Busler Chevrolet, Inc., Crescent City, Fla. Also seated is R. J. Bresnahan, Chevrolet's Jacksonville zone manager. Standing, from left, are: C. W. Dewitt, assistant zone manager; Jay Allen, district manager, and Dave Gibbs.

Would make 1984 a record year for profits

Big Four on target for $10 billion

By Michelle Krebs
Financial Editor

Domestic auto makers are well on their way to their most-profitable year ever.

Analysts are expecting the Big Four auto companies to make more than $10 billion this year.

Sales for the Big Four hit an alltime high of $35.45 billion in the third quarter, compared with last year's $31.48 billion, the previous record. Profits for the quarter amounted to $1.06 billion, slightly under last year's record $1.16 billion.

For the first nine months of 1984, however, the domestic companies set records for profits as well as sales.

Profits were $7.61 billion, up 93 percent from last year's $3.95 billion. Sales hit $119.34 billion, up 22.5 percent from last year's $97.5 billion, the former peak.

Ford Motor Co. and Chrysler Corp. set the pace by breaking all previous records for earnings and sales for the third quarter and the nine-month period.

Ford's earnings for the quarter were $379.7 million on sales of $11.84 billion. For the nine-month period, Ford's earnings amounted to nearly $2.2 billion on sales of $34.95 billion.

• Chrysler Corp. also set records for the quarter and first nine months. Its net income for the third quarter amounted to $261.6 million on sales of $4.1 billion. For the nine-month period, Chrysler's earnings were $1.77 billion on sales of $14.22 billion.

Even American Motors Corp. contributed with a third-quarter profit of $2.5 million on $1.01 billion in sales. AMC's profits for the first nine months of 1984 amounted to $12.3 million on sales of $3.15 billion.

Only General Motors' quarterly earnings were off from the previous year. The company said strikes in the U.S. and Europe were the reason.

Third-quarter earnings for GM were $416.8 million on sales of $18.54 billion. Earnings were down 43.43 percent from 1983's $736.9 million, but sales set a record, topping last year's $17.62 billion.

Despite the third-quarter slump in net income, GM set records for the nine-month period. Earnings for the period were $3.64 billion on sales of $63.0 billion.

GM is expected to earn about $5 billion for the year, though fourth quarter results may be off as well because of a 13-day strike by Canadian auto workers, which ended Oct. 29.

Ford is expected to make $2.9 billion and Chrysler should earn $2.4 billion.

AUTO MAKERS' SALES, PROFITS
(In millions)

THIRD QUARTER

	1984 Sales	1984 Profit	1983 Sales	1983 Profit (Loss)
American Motors	$ 1,010.0	$ 2.5	$ 775.9	($9.1)*
Chrysler Corp.	4,057.9	261.6	2,795.6	100.2
Ford Motor Co.	11,844.3	379.7	10,286.5	333.1
General Motors	18,542.6	416.8	17,619.3	736.9
INDUSTRY TOTAL	$35,454.8	$1,060.6	$31,477.3	$1,161.1

* Included sale of American Center, Southfield, Mi. Loss on continuing operations was $99.4 million.

NINE MONTHS

	1984 Sales	1984 Profit	1983 Sales	1983 Profit (Loss)
American Motors	$ 3,154.4	$ 12.3	$ 2,175.1	($154.1)
Chrysler Corp.	14,224.9	1,770.3	9,464.6	582.6
Ford Motor Co.	38,948.8	2,186.0	32,055.1	1,086.5
General Motors	63,012.3	3,639.6	53,763.3	2,433.4
TOTAL	$119,340.4	$7,608.2	$97,458.1	$3,948.4

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Japan's third-quarter sales slump; midgets fall 21 pct.

TOKYO.—In the third quarter, passenger-car sales in Japan slumped 13.55 percent from the same period in 1983. Sales amounted to 720,189 including 550-cc midgets, against 833,139 last year.

In those figures, it is the statistics for September that have caused concern. A Toyota spokesman said that his company had been surprised by the downturn, in view of the fact that Japan's economy still appears to be growing at about 4-percent per year.

At present, the increase in sales for the year is less than 2 percent, and the third-quarter trend must be reversed if this level is to hold for the full year.

It is also evident that the halcyon days of the 550-cc midgets are over, as far as passenger cars are concerned. After several years of strong growth, sales slumped drastically by 21 percent in the past quarter.

In September, passenger-car sales totaled 255,248, down 8.5 percent from the 279,067 recorded in the same month of 1983. The reason that more weight is attached to this slump than that in the previous months is that last year a change was made in legislation in Japan and it took effect July 1, 1983.

The interval before a mandatory inspection and overhaul on passenger cars is necessary, was increased from two to three years. This is a costly business, the fee ranging from about $300 for a small hatchback to more than $1,000 for a luxury car.

Therefore, sales hit record levels in July, 1983, and sales in August, 1983, were also high. The industry had expected sales to be lower in July and August of this year, but to pick up again in September, especially in the 1.5-2.0-liter class, which has been attracting buyers of smaller autos in the past year or so. But sales in both sectors slumped.

Toyota's September sales fell 4.4 percent to 102,240, whereas Nissan's sales fell 8.7 percent to 78,400. Mazda suffered a similar loss, while Honda sales were down 18 percent at 14,500 passenger cars. Mitsubishi sold 35 percent fewer cars than in the same period last year, at 11,650.

On the other hand, Daihatsu managed to increase sales by 3 percent to 4,920 units, and Subaru increased sales by 72 percent to 5,500, still gaining from the addition of a completely new range at the beginning of the year.

Dyatron names Rueve

BIRMINGHAM, Ala.—Charles E. Rueve has been named president and chief executive officer of Dyatron Corp. here. Dyatron is a computer services firm.

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Car-truck merger expected to aid VW in Brazil

FRANKFURT. — Volkswagenwerk expects further benefits from major efficiency measures in its Brazilian operations including a merger of its car and truck subsidiaries into VW do Brazil.

The truck subsidiary, Volkswagen Caminhoes, lost about $27 million last year, while VW do Brasil lost about $6 million.

In the merger, the German company retains an 80 percent interest, with 10 percent held by Kuwait and 10 percent by the Brazilian group, Monteiro Aranha. The truck business will be run as a separate division within the company.

VW cut prices in Brazil following a drastic decline in demand and now sees signs of a recovery in truck sales, with domestic and export deliveries during the first seven months of this year up 36 percent over last year.

But the car market remains in the doldrums, with deliveries in the first seven months of 1984 down almost 20 percent below last year.

VW is counting on a gradual increase in demand in the car market, with improved results in earnings.

PPG Industries offers replacement glass chart

PITTSBURGH. — The 1984 automotive replacement glass interchangeability reference chart is available from PPG Industries.

The chart provides designation numbers for windshields and tempered glass parts for 1984-model vehicles and corresponding numbers of interchangeable parts from previous years.

Bulk quantities are available by writing to PPG Industries, One PPG Place, 8 North, Pittsburgh, PA 15272.

IMPORT SALES BY MODEL

	September, 1984	September, 1983	9 Months, 1984	9 Months, 1983
Alfa Romeo	250	222	2,853	2,466
Audi	5,781	3,242	53,974	35,198
4000	483	1,067	9,781	9,089
4000d	.....	36	.....	914
4000S	1,011	.....	2,627	.....
4000S Quattro	345	.....	3,211	.....
5000S	3,241	1,623	31,111	14,593
5000S turbo gas	450	124	4,338	2,824
5000d/td	.....	51	.....	4,132
Quattro	6	6	55	235
Coupe	245	285	2,851	2,592
Tourist	.....	50	.....	819
BMW	5,463	5,408	51,757	43,141
318/320	1,796	3,379	23,372	24,931
325	1,622	.....	9,617	.....
528/533	1,201	1,411	10,936	12,205
633CSi	171	178	2,023	1,896
733	673	440	5,809	4,109
Chevrolet Sprint	1,215	.....	7,312	.....
Chrysler/Mitsubishi	8,370	8,270	63,280	76,819
Colt (Dodge/Plymouth)	6,314	6,645	47,026	54,478
Conquest/Sapporo/Challenger	462	1,554	5,676	22,267
Vista (Dodge/Plymouth)	1,594	71	10,578	74
Fiat	.....	223	316	5,055
Honda	26,674	27,247	280,821	292,853
Civic	9,645	12,435	99,494	107,743
Civic CRX	4,254	.....	31,625	.....
Accord	7,835	9,933	97,749	130,332
Prelude	4,940	4,879	51,953	27,447
I.A.I.	100	.....	1,366	.....
Isuzu	1,665	2,053	12,999	15,758
I-Mark	465	682	3,110	10,038
Impulse	1,200	1,371	9,889	5,720
Jaguar	1,166	1,276	12,669	11,242
XJ6	887	1,110	10,272	9,395
XJS	279	166	2,397	1,847
Lancia	.....	13	21	553
Maserati Bi-Turbo	185	0	818	0
Mazda	14,874	14,585	128,197	133,110
GLC	3,958	4,696	34,108	41,034
626	6,430	5,407	53,762	51,141
RX-7	4,486	4,482	40,327	40,935
Mercedes-Benz	5,710	5,342	54,577	53,471
190D	257	.....	4,220	.....
190E	1,966	.....	11,227	.....
240D	2	466	23	9,502
300D	1,189	1,677	11,747	14,272
300CD	85	179	1,118	1,500
300TD	168	202	1,751	2,034
300SD	748	1,663	10,193	14,146
380SE	550	.....	4,393	.....
500SEL	312	386	2,735	3,809
380SL/SLC	367	632	6,030	6,841
500SEC	66	137	1,140	1,367
Mitsubishi	3,763	2,894	28,690	23,199
Starion	412	427	4,875	4,480
Cordia	715	1,127	11,090	8,951
Tredia	1,011	1,340	11,100	9,768
Galant	679	.....	679	.....
Mirage	946	.....	946	.....
Nissan	33,767	39,951	367,029	411,202
Sentra	13,555	15,674	147,809	165,492
Pulsar	4,393	4,220	29,429	48,902
Stanza	3,944	4,696	34,351	51,514
Maxima	1,528	6,812	44,821	55,835
200SX	4,547	3,118	48,425	28,528
300ZX/280ZX	5,505	5,039	57,417	56,948
Hawaii	295	.....	.....	.....
Peugeot	1,635	1,125	14,527	10,990
Porsche	1,110	1,279	15,666	16,518
944	776	690	9,887	9,905
911SC	191	261	3,431	4,203
928	143	139	1,755	1,933
Renault	777	2,810	9,678	26,413
LeCar	.....	183	0	10,731
18i	235	991	2,436	4,940
Fuego	542	1,636	7,242	10,742
Saab	1,749	1,379	24,922	19,641
900	325	266	5,860	5,206
900S	363	236	7,136	4,953
Turbo	1,022	834	11,292	9,145
Tourist	39	43	634	337
Subaru	15,179	13,344	120,793	120,867
Toyota	34,805	24,882	413,781	407,511
Starlet	.....	164	259	5,749
Corolla	9,707	4,433	118,385	102,492
Tercel	7,442	6,570	75,430	114,506
Celica	5,076	6,647	65,872	92,924
Supra	2,262	884	22,530	19,640
Camry	5,483	3,051	67,842	35,031
Cressida	1,406	2,165	24,914	29,455
Land Cruiser	499	341	2,879	3,591
Van	1,380	26	25,729	26
4Runner SR5	561	.....	4,074	.....
Hawaii	488	401	5,866	4,097
Volkswagen	6,696	4,655	81,051	55,824
Rabbit Convertible	749	473	9,573	7,588
Jetta	1,525	1,016	29,151	14,409
Vanagon	1,141	681	14,656	10,587
Quantum	1,723	1,245	13,526	12,802
Scirocco	1,558	1,240	14,145	10,449
Volvo	6,171	5,935	80,870	69,723
DL	2,778	2,793	36,929	34,723
GL	1,432	884	21,666	12,099
GLT Turbo	508	1,193	7,675	10,671
GLE	.....	1	.....	210
DL/GL	367	329	3,596	3,850
Coupe	.....	.....	.....	12
760	181	496	3,306	5,437
760 TurboDiesel	275	180	2,607	1,665
760 GT	552	.....	3,820	.....
Tourist	78	59	1,271	1,026
TOTAL IMPORTS	177,105	166,331	1,827,967	1,805,581

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Domestic cars up 16 pct.; imports down 4 pct.

Registrations top year-ago month

Continued from Page 26

percent of either the domestic or the total market this year.

With the imports dropping four percentage points in market share, domestic small cars and luxury cars took advantage of the opportunity.

Luxury models were up to 8.30 percent in August from 4.97 percent last year. Standards dipped to 10.98 percent from 12.11 percent. Intermediates dropped to 23.75 percent from 26.18 percent. Compacts were up to 18.68 percent from 16.38 percent, and subcompacts gained two percentage points, climbing to 11.55 perecnt from 9.58 percent.

Excluding imports, August, 1984, registrations included intermediates with 32.42 percent of the total, compacts at 25.50 percent, subcompacts with 15.76 percent, standards at 14.99 percent and luxury models at 11.33 percent.

Twelve months earlier, intermediates had 37.82 percent, compacts had 23.66 percent, standards had 17.49 percent, subcompacts had 13.85 percent and luxuries had 7.18 percent.

• Registrations for the first eight months of the current calendar year were up 16.31 percent from the 1983 total, to 6,770,514 from 5,821,235. Compared with the same segment of 1982, the distance was even more dramatic: Up 34.55 percent, from 5,031,804.

Imports were up 0.23 percent in numbers for the first eight months but dropped 3.90 percentage points in penetration, to 24.38 percent from 28.28 percent. This year they totaled 1,650,289 compared with 1,646,463 in 1983.

Domestic registrations were up 22.65 percent from the preceding year, to 5,120,225 from 4,174,772. The domestics numbered only 3,534,482 through August of 1982.

GM and Ford both made substantial gains in market penetration for the first eight months of this year. GM was up 2.26 percentage points, to 45.69 percent from 43.43 percent. Ford climbed to 18.82 percent from 16.72 percent, a difference of 2.10 percentage points.

Chrysler slipped 0.14 percentage points in penetration, AMC was down 0.31 percentage points and miscellaneous domestics dropped out altogether.

Domestic makes moving up in penetration for the first eight months of the year included: Chrysler, Ford, Lincoln, Mercury, Chevrolet, Oldsmobile and Pontiac.

Plymouth and Dodge were down as were Buick, Cadillac and AMC.

NEW-CAR MARKET SHARES IN U. S.

	AUGUST					8 MONTHS				
	Regis., August, 1984	Percent Share of Market	Regis., August, 1983	Percent Share of Market	Pct. Pt. Change '84 vs. '83	Regis., 8 Mos., 1984	Percent Share of Market	Regis., 8 Mos., 1983	Percent Share of Market	Pct. Pt. Change '84 vs. '83
Chevrolet	128,336	15.07	115,306	14.91	+ 0.16	1,071,878	15.83	857,203	14.73	+ 1.10
Ford	102,110	11.99	84,572	10.94	+ 1.05	841,315	12.43	660,966	11.36	+ 1.07
Oldsmobile	85,795	10.07	77,894	10.07	.....	739,052	10.91	624,243	10.72	+ 0.19
Buick	79,111	9.29	68,854	8.91	+ 0.38	612,674	9.05	530,742	9.12	— 0.07
Pontiac	59,144	6.94	47,200	6.10	+ 0.84	467,190	6.90	333,045	5.69	+ 1.21
Mercury	43,356	5.09	35,312	4.56	+ 0.53	340,132	5.02	252,260	4.33	+ 0.69
Chrysler	27,804	3.27	21,189	2.74	+ 0.53	205,883	3.04	164,635	2.83	+ 0.21
Dodge	27,182	3.19	24,289	3.14	+ 0.05	237,218	3.50	205,313	3.52	— 0.02
Cadillac	26,275	3.09	23,746	3.07	+ 0.02	202,931	3.00	184,737	3.17	— 0.17
Plymouth	19,787	2.32	19,172	2.48	— 0.16	187,767	2.78	180,978	3.11	— 0.33
AMC	12,719	1.49	10,846	1.40	+ 0.09	121,427	1.79	122,181	2.10	— 0.31
Lincoln	12,311	1.45	6,932	0.90	+ 0.55	92,571	1.37	59,988	1.03	+ 0.34
GENERAL MOTORS	378,661	44.46	333,000	43.06	+ 1.40	3,093,725	45.69	2,527,970	43.43	+ 2.26
FORD MOTOR CO.	157,777	18.53	126,816	16.40	+ 2.13	1,274,018	18.82	973,214	16.72	+ 2.10
CHRYSLER CORP.	74,773	8.78	64,650	8.36	+ 0.42	630,858	9.32	550,926	9.46	— 0.14
AMC	12,719	1.49	10,846	1.40	+ 0.09	121,427	1.79	122,181	2.10	— 0.31
IMPORTS	227,758	26.74	238,012	30.78	— 4.04	1,650,289	24.38	1,646,463	28.28	— 3.90
MISC. DOMESTICS	27	0.00	38	0.00	.....	187	0.00	481	0.01	— 0.01
TOTAL	851,715		773,362			6,770,514		5,821,235		

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report. New York, Oklahoma, 1984, from manufacturers' sales records. Oklahoma '83 not available. Current District of Columbia and Louisiana delayed.

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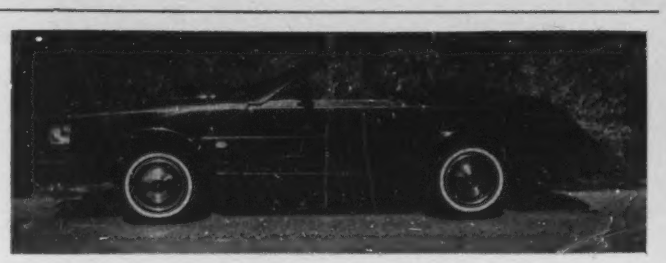

1985 Seville SL Roadster

American Custom Coachworks, Beverly Hills, Calif., will produce only about 100 of these Cadillac Seville SL roadsters for the 1985 model run. Dealers' suggested list price: $65,000.

Smith's view of labor pact: Partnership, non-inflationary

By Marjorie Sorge
Labor Editor

The new three-year agreement between the UAW and General Motors is a "partnership" and "non-inflationary," according to GM Chairman Roger B. Smith.

"This document—in so many of its provisions and paragraphs—emphasizes that the company, the union and our employes are partners in business," he told the Manegold Lecture Series at the University of Wisconsin in Milwaukee. "When the business is successful, our employes stand to gain. Our success is their success."

While the contract represents a teamwork approach, it also has the capability of being non-inflationary, he said, adding that few other agreements have accomplished that.

According to Smith, "If we can work with the union and our employes to increase our operational efficiency the way we think we can, this agreement should be non-inflationary."

It has been estimated that the new pact will improve GM's productivity by 5 percent in each of the three years.

The backbone of the new contract is the six-year, $1 billion Job Opportunity Bank—the job-security program. It provides workers laid off because of outsourcing, new technology, plant consolidations or productivity improvements with retraining for jobs either inside or outside the corporation.

"The program protects people, not positions," Smith said. "This means, of course, that some employes may have to move to different locations as they accept new assignments. It also means that the size of our workforce may go up or down, as necessary, to protect our competitive position. But the more operationally effective we become, the better chance we have of preserving jobs and creating new ones."

Smith admitted that both sides have had a "pretty narrow, provincial orientation in the past" with adversarial attitudes. But, he said, the worldwide competition has changed that.

"In our 1984 contract agreement with the UAW, we designed a document that is conceptually good," he said. "We feel confident of that. But its real test will be how well the parties join together to make it work."

Entries open for this year's DANDY awards

DETROIT. — The Newspaper Advertising Bureau is taking entries for its 12th Annual Auto Dealers Newspaper Display Advertising Competition.

The DANDY awards are given to honor the best automotive display advertising in daily newspapers during 1984. Entries close Nov. 21.

The NAB is looking for dealers' best ads from 1984, no matter where they run in the paper, covering any phase of the business from new and used cars to model cleanup and special promotions, said Val Corradi, the bureau's vice president for automotive sales.

DANDY awards will be given for the best campaign and single ads in three categories — dealer associations, individual dealers in markets served by daily papers with less than 100,000 circulation and individual dealers served by a newspaper with more than 100,000 circulation.

A special award will be offered for the best use of color in dealer or dealer association display advertising.

A second special award will go to the best campaign or single ad by a dealer trade association or multi-line group.

Ads or campaigns must have run in a daily or Sunday newspaper between Jan. 1 and Nov. 21, 1984.

The DANDY award winners will be announced Jan. 26, opening day of the NADA convention in San Francisco.

Entries may be addressed to DANDY Awards, Newspaper Advertising Bureau, 280 N. Woodward Ave., Birmingham, Mich. 48011.

Approval granted for joint R&D in tool industry

WASHINGTON. — A recent change in federal rules governing joint research and development frees the domestic machine tool industry to form a limited partnership for research activities, the Justice Department has announced.

The machine tool builders will establish an industry contractor that will arrange research and development work through universities, independent researchers, machine tool manufacturers and itself.

The contractor will be assisted by an advisory council composed of representatives from six to eight machine tool manufacturers, representatives from the automobile and aeronautics industries and possibly representatives from companies that supply materials used in manufacturing machine tools, such as steel.

Olds sales managers club formed

Oldsmobile dealerships in Southern California have formed an Olds Sales Manager's Club seeking to increase professionalism. More than 50 dealers, sales managers, fleet managers and zone personnel attended the first meeting, including, from left, Mark Thimmig, zone development manager; John Lennon, zone manager; Dave Roark, professional sales trainer, and Don Jensen, club chairman and general sales manager of Hansel Oldsmobile, Fullerton.

factories list auction dates

American Motors

Nov. 13—D-A Auto Auction, New Stanton, Conn.

Nov. 14—Columbus Fair Auto Auction, Obetz, O.; Kansas City Auto Auction, Kansas City; Central States Auto Auction, Mason City, Ia., and Metro Milwaukee Auto Auction, Caledonia, Wis.

Nov. 15—Todd Auto Auction, Telford, Pa.; Evansville Auto Auction, Evansville, Ind., and Northstar Auto Auction, Shakopee, Minn.

Nov. 20—Aptco Auto Auction, Taylor, Mich., and High Point Auto Auction, High Point, N. C.

Nov. 21—Southern Auto Auction, Warehouse Point, Conn., and Evansville Auto Auction, Evansville, Ind.

Nov. 22—Northstar Auto Auction, Shakopee, Minn.

Nov. 23—Concord Auto Auction, Acton, Mass.

Nov. 27—D-A Auto Auction, New Stanton, Conn.

Nov. 28—Columbus Fair Auto Auction, Obetz, O.; Kansas City Auto Auction, Kansas City; Central States Auto Auction, Mason City, Ia., and Metro Milwaukee Auto Auction, Caledonia, Wis.

Nov. 29—Corry Auto Auction, Corry, Pa.; Evansville Auto Auction, Evansville, Ind.; Northstar Auto Auction, Shakopee, Minn., and Todd Auto Auction, Telford, Pa.

Nov. 30—Floyd Hauhe Auto Auction, Bridgeton, Mo.

Chrysler Corp.

Nov. 13 — Hatfield Auto Auction, Hatfield, Pa.; Aptco Auto Auction, Taylor, Mich.; Metro Auto Auction of Kansas City, Lee's Summit, Mo., and Los Angeles Dealer Auto Auction, Rosemead, Calif.

Nov. 14—Butler Auto Auction, Gibsonia, Pa.; Southern Auto Auction, Warehouse Point, Conn.; Dallas Auto Auction, Grand Prairie, Tex., and Southwest Auto Auction, Phoenix.

Nov. 15—Atlanta Auto Auction, Red Oak, Ga.; Clanton's Auto Auction, Darlington, S.C.; Arena Auto Auction, Chicago, and Indianapolis Auto Auction, Indianapolis.

Nov. 20—Hatfield Auto Auction, Hatfield, Pa.; Colorado Auto Auction, Commerce City, Colo.; Salt Lake Auto Auction, Salt Lake City, and Northway Exchange, Clifton Park, N. Y.

Nov. 21—Sand Mountain Auto Auction, Boaz, Ala.; Columbus Fair Auto Auction, Obetz, O.; Evansville Auto Auction, Evansville, Ind., and Minneapolis Auto Auction, Plymouth, Minn.

Nov. 27—Hatfield Auto Auction, Hatfield, Pa.; Aptco Auto Auction, Taylor, Mich.; Metro Auto Auction of Kansas City, Lee's Summit, Mo.; Southwest Auto Auction, Phoenix; Los Angeles Dealer Auto Auction, Rosemead, Calif., and South Seattle Auto Auction, Kent, Wash.

Nov. 28—Butler Auto Auction, Gibsonia, Pa., and Dallas Auto Auction, Grand Prairie, Tex.

Nov. 29—Atlanta Auto Auction, Red Oak, Ga.; Clanton's Auto Auction, Darlington, S.C.; Arena Auto Auction, Chicago; Fredericksburg Auto Auction, Fredericksburg, Va., and Golden Gate Auto Auction, Fremont, Calif.

Nov. 30—Concord Auto Auction, Acton, Mass., and Floyd Hauhe Auto Auction, Bridgeton, Mo.

Ford Motor Co.

Nov. 15—Denver Auto Auction, Englewood, Colo.

Nov. 20—Aptco Auto Auction, Taylor, Mich.

Nov. 28—Northway Exchange, Clifton Park, N. Y.

General Motors

Nov. 13—South Seattle Auto Auction, Kent, Wash.

Nov. 14—Golden Gate Auto Auction, Fremont, Calif., and Clanton's Auto Auction, Darlington, S. C.

Nov. 15—Butler Auto Auction, Gibsonia, Pa.; Arena Auto Auction, Chicago, and Dallas Auto Auction, Dallas.

Nov. 27—Florida Auto Auction of Orlando, Ocoee, Fla., and Ohio Auto Auction, Inc., Grove City, O.

Nov. 28 — Brasher's Southern California Auto Auction, Fontana, Calif.

Nov. 29—Aptco Auto Auction, Taylor, Mich.; Floyd Hauhe Auto Auction, Bridgeton, Mo., and Denver Auto Auction, Englewood, Colo.

Used Car Sales
Auction Averages

November to date	$5,133
Month ago	$5,111
Year ago	$5,132

Model breakdown
Auction Averages

	NOVEMBER TO DATE	OCTOBER 1984	SEPTEMBER 1984
1984	$10,330	$9,894	$9,747
1983	7,465	7,471	7,364
1982	5,713	6,074	5,762
1981	4,786	4,474	5,020
1980	4,015	3,986	3,932
1979	3,287	3,204	3,237
1978	2,404	2,350	2,346
1977	1,814	1,847	2,213
Overall Average	$ 5,133	$4,984	$4,894

used-car auction directory

SOUTH CAROLINA

Rawls Auto Auction—Since 1938. Pick-up, delivery unlimited. Recon facilities. Sale every Tues., 11 A.M. 803-657-5111, or 657-7244, Leesville, South Carolina.

SOUTH CAROLINA

Bruce Auto Auction & Reese Center—Fleet and Lease car and truck disposal our thing. AAA credit. 803-242-3060, Greenville, S. C.

WASHINGTON

So. Seattle Auto Auction. The Lease & Fleet Specialists. Tom Chase, 1-800-872-6800. P. O. Box 5189, Kent, WA 98064.

FLORIDA

Florida Auto Auction Of Orlando

CHRYSLER FACTORY SALE

FOR CHRYSLER DEALERS ONLY

TUESDAY, NOVEMBER 20, 1984

START 10:00 A.M. SHARP

EXACTLY 300 UNITS

MOST 1984 MODELS—LOTS OF CHRYSLER EXECUTIVE VEHICLES, FLORIDA DAILY RENTALS, AND A LARGE GROUP OF 1983 MODELS FROM CHRYSLER CREDIT

"TRANSPORTATION ASSISTANCE" ON ALL PURCHASES

Up to $250.00 each, depending on the distance from the auction to the buying dealership. Payments made on Sale Day.

- **25—CHRYSLER EXECUTIVE VEHICLES—** *Loaded*
- **25—1984 MODEL HORIZONS, RELIANT** *two, four, and wagons, Grand Fury, RAM Pick-up and Vans, Fifth Avenue, Aries two and four, and wagons, and 600's*
- **50 OR MORE 1983 CHRYSLER CREDIT UNITS** *with approximately 20,000 to 30,000 miles—All reconditioned to Chrysler Standards—Good mix—Omni, Aries, Diplomats, 400's, Chargers, and 12 passenger Vans*
- **JOIN US FOR BREAKFAST AND INSPECTION AT 8:00 A.M.**
- **REGISTER TO WIN—TEN (10) PORTABLE AC-DC T.V.'s**

- **ALSO, ATTEND THE REGULAR TUESDAY AUCTION SALE, SEVEN LANE ACTION WITH 2,000 PLUS CARS, VANS, AND TRUCKS—MOST LATE MODELS**

For additional information, hotel accommodations at Auction Reduced Rates, and/or **FREE** pick-up service, please phone

(305) 656-6200

Court nixes EPA rescission of waiver for Petrocoal

WASHINGTON. — The U. S. Court of Appeals here has told the EPA that it must find another way if it wishes to rescind a waiver it granted for production of a methanol-blend gasoline known as Petrocoal.

In a one-page order, the court remanded the matter back to the agency where it has been a hot potato since EPA first granted the Petrocoal waiver to its maker, American Methyl Corp.

Petrocoal is a blend of methanol and gasoline in proportions as high as 9 percent methanol. Both U. S. and import auto companies objected to the waiver on the grounds that such a concentration of methanol was more corrosive than their fuel systems could handle and that its use would result in driveability problems in their vehicles.

Indeed, the court's decision overturns what is in effect the EPA's response to those objections.

The court's order (an opinion is to be announced) does not end the matter, however. The auto makers, through the MVMA, have their own suit pending that challenges the legality of the original waiver EPA granted for Petrocoal.

Name changed

NEW YORK. — American Pullman Coachbuilders, Inc., has a new name. The company is now known as APC Coachbuilders, Inc. Formed in 1979, the company is based in Brooklyn.

classified want ads

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TOYOTA
"4 - Runner Trucks"
Wanted
Drop-ships preferred. Will pickup
CTI, INC.
Lake Geneva, Wisconsin
(414) 248-0244

CARS WANTED

CHEVROLETS WANTED
All Models
Call: Jerry Fowler
BOB MAGUIRE CHEVROLET
609-298-0234

WANTED
"SS"
Monte Carlos
& Spectrums
1985
Top Dollar Paid
Call: Will Shifflett
or Mickey Moore
804-320-8000

TOYOTAS NEEDED
TOP DOLLAR PAID FOR
Any Quantity of
The Following Models
1985 CRESSIDA
1985 4 RUNNER
1985 CAMRY
Contact: Mr. Muller at
MULLER TOYOTA
201-537-2115

Use Automotive News
Classified Section

NOTICE!
BECAUSE OF THANKSGIVING DAY HOLIDAY OUR DEADLINE FOR THE NOVEMBER 26 ISSUE WILL BE FRIDAY, NOVEMBER 16, NO LATER THAN 5 P.M.

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CLASSIFIED RATES: $5.75 per line for each insertion. Minimum 4-lines. Add $10.00 per insertion for use of confidential box service. POSITION WANTED: $3.50 per line. Minimum 4-lines. Add $9.00 per insertion for use of confidential box service-Position Wanted only. DISPLAY CLASSIFIED RATES: $75.50 per column inch for each insertion. Minimum one inch. Additional charge for plates to be made as a result of artwork, reverse, logos, etc. Frequency discount rates available on request. Closing deadline: MONDAY, 5 P.M. prior to publication date. ADVANCE PAYMENT REQUIRED: Use this space to type or print your classified advertising message. Indicate size desired if display.

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Automotive News

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Phone orders also taken — Call MARIE HINGST, 313-446-6065

Runzheimer surveys managers

Fleets 'wait and see' on minivans

By Francis J. Gawronski

One-third of all corporate automotive fleets plan to add minivans in 1985, according to a minisurvey of 30 U.S. firms, conducted by Runzheimer Reports on Transportation, an industry newsletter published by Runzheimer International. (See first table.)

Thirty percent of the survey respondents said they currently have one or more minivans in their fleets. (See second table.) Of these, the Rochester (Wis.)-based management consulting firm said, the average number of minivans per fleet is 11, with a range between one and 24.

MINIVAN PLANS

Fleets planning to add minivans in 1985

All Fleets	Pct.
Yes	33
No	47
Don't Know	20
Fleets with minivans	
Yes	55
No	1
Don't Know	44
Fleets without minivans	
Yes	25
No	65
Don't Know	10

Those fleet managers who already have minivans in their fleets are most likely to add more next year, the report said. Over half — 55 percent — said "yes" to adding one or more in 1985.

Only 25 percent of those respondents who don't have minivans in their fleets are planning to obtain one or more in 1985, according to Runzheimer.

The Runzheimer newsletter cites the largest planned switch to minivans among the survey respondents, as that of a Midwestern electric firm. Administering a fleet exceeding 3,000 vehicles, including trucks, the fleet executive expects to eventually phase out most of the firm's full-size vans, totaling 400.

WAGONS AND VANS

Fleets with one or more station wagons, full-size vans or minivans

Type of Vehicle	Pct.*
Station Wagons	83
Full-size Vans	67
Minivans	30

*Total exceeds 100 percent due to multiple answers.

According to Runzheimer, the 1985 total minivan orders specified by respondents, both with and without minivans, suggest that testing is underway. Fleets have not yet moved to wholesale acceptance of this new vehicle category, the newsletter said.

Several of the "no plans to order" respondents are in a "wait-and-see" mode, as one fleet manager put it — waiting to see if minivans pass the utility and survival test, Runzheimer said.

Elsewhere, Jartran, Inc., Miami, has established a nationwide company account with General Tire & Rubber Co., Akron. Jartran, which has more than 2,000 independent dealers, spends in excess of $3 million dollars per year in tire purchases.

In addition to annual savings, this agreement will enable Jartran to use General Tire's road service and repair facilities, according to Julio Siberio, senior director of marketing for Jartran.

Lend Lease, Minneapolis, has reached an agreement with Ziebart Corp., Troy, Mich., for rust protection and other vehicle maintenance services for its fleet, according to Rich Johnson, manager of Ziebart's fleet services program.

Michael J. Phelan has been elected senior vice president of Associates Leasing, a division of Associates Commercial Corp., Chicago.

Phelan, who joined Associates in 1977, will continue to be responsible for directing the division's nationwide truck and trailer fleet leasing operations.

Ryder Systems, Inc., Miami, announced the election of Gordon J. Bingham as vice president of marketing. He was vice president - marketing service for Ryder System's Vehicle Leasing and Service Division.

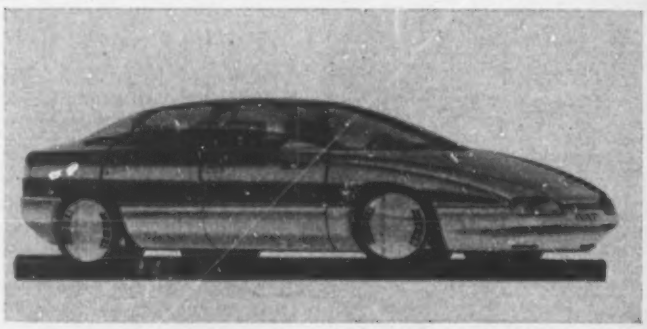
In his new position, Bingham will be responsible for directing marketing strategy formulation, research and analysis, and marketing support for various Ryder operation divisions.

Longer, higher Jaguar

RS Panels, Nuneaton, England produced this custom-built Jaguar XJ-12 limousine for the International Auto Show in Birmingham, England. The passenger compartment has been lengthened by 32 inches and headroom was increased by raising the roofline four inches. The four-passenger limo is trimmed with Connolly hide, Wilton carpet and lambswool rugs.

Luxury and agility

Aston Marin Tickford, Ltd., has transformed a Carbodies cab into a limousine. The Carbodies FX4 cab is stretched 16 inches, a tinted glass panel with sliding interior blind is fitted to the roof and the vehicle's finish is resprayed. Inside, a leather and walnut center console houses a radio/cassette player and color TV. The vehicle debuted at the International Auto Show.



Viewed in clay form

International Automotive Design, Sussex, England, exhibited a half-finished model of its concept car Arrival at the International Auto Show. The clay model weighed more than two tons. One half was finished and sprayed and the other half was raw clay, on which the firm's modelers worked during the show. The front-wheel-drive vehicle has a 2.4-liter, turbocharged power train.

Down to 290 from 305

U. S. makers offer fewer models for '85 season

Continued from Page 4

models and both are convertibles. Ragtops were added to the Alliance line. They are the first convertibles AMC has built since the '68 AMC Rebel.

Ford Motor's total dipped because of cuts in the Ford Mustang and Mercury Capri and Lynx lines. Honda now builds Accord two-doors in the U. S., and VW has one less Golf model than it had Rabbits.

GM's lineup shows the most changes. The 20-cars are the principal additions, and Pontiac Fiero will offer a new Fiero GT coupe. Buick has an extra wagon in the full-size class; there's a new top-line Oldsmobile Delta 88 sedan, and Cadillac now has a front-drive Fleetwood coupe.

The GM deletions were more extensive. The Pontiac and Oldsmobile X-cars are gone, and the model selections have been trimmed for the remaining nameplates in that class — Buick Skylark and Chevrolet Citation.

Also dropped were the rear-wheel-drive C-cars at Buick and Oldsmobile (Electra and Ninety-Eight) and the RWD Cadillac DeVilles. Production of those models ceased last spring to make way for their FWD replacements, but they were kept in the model count since they were still available in the showrooms.

When the FWD C-cars were introduced last April, they were called '85 models. They were included in the '84 tabulation because their production and sales figures were counted in the '84 model year.

Chevrolet dumped its Chevette Scooter models, and Buick eliminated four-door sedans from its Regal line.

For '85, the six domestic makers have added 30 models and dropped 45 for a net dip of 15.

• The AUTOMOTIVE NEWS model analysis includes all models the domestic manufacturers are pricing or merchandising individually. It does not include engine or transmission options.

Turbos are counted as models. It is felt that they have enough differences in trim, equipment and mechanicals to qualify for separate model designation.

The current 290 models consist of 106 four-door sedans, 133 two-doors, 13 convertibles and 38 four-door station wagons. (The two-door total includes hatchbacks, which some makers list as three-door models.)

The final count for '84 was 116 four-doors, 140 two-doors, 12 convertibles and 37 wagons.

By market class, the '85 list shows 66 subcompacts, 81 compacts, 75 intermediates, 31 standard-size cars and 37 luxury cars.

At the end of the '84 season, the 305 selections were comprised of 67 subcompacts, 82 compacts, 80 intermediates, 28 standard-size cars and 48 luxury cars.

Ford Division leads the domestic makes with 39 models for '85. Next in line are Pontiac, 38; Buick, 37; Oldsmobile, 29; Chevrolet, 25; Dodge, 25, and Mercury, 25.

Totals for other U. S. makes are: Plymouth, 14; Renault, 14; Chrysler, 13; Cadillac, 11; Lincoln, 10; Honda, 4; AMC, 3, and Volkswagen, 3.

For '84, Buick was tops with 43, followed by Ford at 42 and Pontiac at 40.

Ford Escort, with 12, and Pontiac Sunbird, with 11, are the leaders on the nameplate list for '85. There are eight models apiece for Buick Century, Renault Alliance, Dodge Aries and Plymouth Reliant and seven each for Mercury Lynx, Buick Skyhawk, Chevrolet Cavalier and Pontiac 6000.

1985 U. S. MODELS BY MARKET CLASS

	4-Door Models	2-Door Models*	Convert-ibles	4-Door Wagons	1985 Totals	(Final 1984 Totals)
SUBCOMPACTS**	21	38	2	5	66	(67)
Accord (Honda)	2	2	0	0	4	(2)
Alliance	3	3	2	0	8	(6)
Charger	0	3	0	0	3	(3)
Chevette	1	1	0	0	2	(4)
Daytona	0	3	0	0	3	(2)
Encore	2	4	0	0	6	(6)
Escort	4	5	0	3	12	(12)
EXP	0	3	0	0	3	(3)
Fiero	0	4	0	0	4	(3)
Golf	1	2	0	0	3	(0)
Horizon	2	0	0	0	2	(2)
Laser	0	2	0	0	2	(2)
Lynx	2	3	0	2	7	(11)
Omni	3	0	0	0	3	(3)
Pontiac 1000	1	1	0	0	2	(2)
Rabbit	0	0	0	0	0	(4)
Turismo	0	2	0	0	2	(2)
COMPACTS	23	36	7	15	81	(82)
Aries	3	3	0	2	8	(6)
Camaro	0	3	0	0	3	(3)
Capri	0	2	0	0	2	(3)
Cavalier	2	2	1	2	7	(7)
Cimarron	1	0	0	0	1	(1)
Eagle	1	0	0	2	3	(3)
Firebird	0	3	0	0	3	(3)
Firenza	2	2	0	2	6	(6)
LeBaron	1	1	3	1	6	(6)
Mustang	0	4	2	0	6	(10)
Reliant	3	3	0	2	8	(6)
Skyhawk	2	3	0	2	7	(7)
Sunbird	3	5	1	2	11	(11)
Tempo	3	3	0	0	6	(6)
Topaz	2	2	0	0	4	(4)
INTERMEDIATES	29	34	2	10	75	(80)
Bonneville	3	0	0	0	3	(3)
Calais	0	2	0	0	2	(0)
Caravelle	1	0	0	0	1	(0)
Celebrity	1	1	0	2	4	(4)
Century	3	3	0	2	8	(8)
Citation	1	1	0	0	2	(3)
Cougar	0	3	0	0	3	(3)
Cutlass Ciera	2	2	0	1	5	(5)
Cutlass Supreme	2	3	0	0	5	(5)
Dodge 600	1	1	2	0	4	(5)
Grand Am	0	2	0	0	2	(0)
Grand Prix	0	3	0	0	3	(3)
Lancer	2	0	0	0	2	(0)
LeBaron GTS	2	0	0	0	2	(0)
LTD	3	0	0	1	4	(3)
Marquis	2	0	0	2	4	(4)
Monte Carlo	0	2	0	0	2	(2)
New Yorker/E-Class	1	0	0	0	1	(2)
Omega	0	0	0	0	0	(4)
Phoenix	0	0	0	0	0	(5)
Pontiac 6000	3	2	0	2	7	(7)
Regal	0	3	0	0	3	(5)
Skylark	2	0	0	0	2	(5)
Somerset Regal	0	2	0	0	2	(0)
Thunderbird	0	4	0	0	4	(4)
STANDARD SIZE	15	8	0	8	31	(28)
Buick LeSabre	2	2	0	2	6	(4)
Chevrolet Impala-Caprice	2	1	0	1	4	(4)
Dodge Diplomat	2	0	0	0	2	(2)
Ford LTD Crown Victoria	1	1	0	2	4	(4)
Mercury Grand Marquis	2	2	0	1	5	(5)
Oldsmobile Delta 88	3	2	0	1	6	(5)
Plymouth Gran Fury	1	0	0	0	1	(1)
Pontiac Parisienne	2	0	0	1	3	(3)
LUXURY	18	17	2	0	37	(48)
Buick Electra (rear-wheel drive)	0	0	0	0	0	(5)
Buick Electra (front-wheel drive)	3	3	0	0	6	(6)
Cadillac (rear-wheel drive)	1	1	0	0	2	(4)
Cadillac (front-wheel drive)	2	2	0	0	4	(3)
Cadillac Limousine	1	0	0	0	1	(2)
Chrysler Fifth Avenue	1	0	0	0	1	(1)
Chrysler Limousine	1	0	0	0	1	(2)
Continental	3	0	0	0	3	(3)
Corvette	0	1	0	0	1	(1)
Eldorado	0	1	1	0	2	(2)
Lincoln	3	0	0	0	3	(3)
Mark VII	0	4	0	0	4	(4)
Oldsmobile 98 (rear-wheel drive)	0	0	0	0	0	(3)
Oldsmobile 98 (front-wheel drive)	2	2	0	0	4	(4)
Riviera	0	2	1	0	3	(3)
Seville	1	0	0	0	1	(1)
Toronado	0	1	0	0	1	(1)
1985 TOTALS	106	133	13	38	290	
1984 TOTALS (end of model year)	116	140	12	37		(305)

*—Two-door total includes hatchbacks, which some makers list as three-door models.

**—In the Subcompact listing, totals for Honda (Accord), Renault (Alliance and Encore) and Volkswagen (Golf) include only U. S.-built models.

1985 U. S. MODELS BY MAKE

	4-Door Models	2-Door Models*	Convert-ibles	4-Door Wagons	1985 Totals	(Final 1984 Totals)
AMERICAN MOTORS-RENAULT**	6	7	2	2	17	(15)
AMC Eagle	1	0	0	2	3	(3)
Renault Alliance	3	3	2	0	8	(6)
Renault Encore	2	4	0	0	6	(6)
CHRYSLER CORP.	24	18	5	5	52	(45)
Chrysler Fifth Avenue	1	0	0	0	1	(1)
New Yorker/E-Class	1	0	0	0	1	(2)
Limousine/Executive Sedan	1	0	0	0	1	(2)
Laser	0	2	0	0	2	(2)
LeBaron	1	1	3	1	6	(6)
LeBaron GTS	2	0	0	0	2	(0)
Dodge Diplomat	2	0	0	0	2	(2)
Aries	3	3	0	2	8	(6)
Charger	0	3	0	0	3	(3)
Daytona	0	3	0	0	3	(2)
Dodge 600	1	1	2	0	4	(5)
Lancer	2	0	0	0	2	(0)
Omni	3	0	0	0	3	(3)
Plymouth Gran Fury	1	0	0	0	1	(1)
Caravelle	1	0	0	0	1	(0)
Horizon	2	0	0	0	2	(2)
Reliant	3	3	0	2	8	(6)
Turismo	0	2	0	0	2	(2)
FORD MOTOR CO.	25	36	2	11	74	(82)
Ford LTD Crown Victoria	1	1	0	2	4	(4)
Escort	4	5	0	3	12	(12)
EXP	0	3	0	0	3	(3)
LTD	3	0	0	1	4	(3)
Mustang	0	4	2	0	6	(10)
Tempo	3	3	0	0	6	(6)
Thunderbird	0	4	0	0	4	(4)
Lincoln	3	0	0	0	3	(3)
Continental	3	0	0	0	3	(3)
Mark VII	0	4	0	0	4	(4)
Mercury Grand Marquis	2	2	0	1	5	(5)
Capri	0	2	0	0	2	(3)
Cougar	0	3	0	0	3	(3)
Lynx	2	3	0	2	7	(11)
Marquis	2	0	0	2	4	(4)
Topaz	2	2	0	0	4	(4)
HONDA**	2	2	0	0	4	(2)
Accord	2	2	0	0	4	(2)
GENERAL MOTORS	48	68	4	20	140	(157)
Buick LeSabre	2	2	0	2	6	(4)
Electra (rear-wheel drive)	0	0	0	0	0	(5)
Electra (front-wheel drive)	3	3	0	0	6	(6)
Century	3	3	0	2	8	(8)
Regal	0	3	0	0	3	(5)
Riviera	0	2	1	0	3	(3)
Skyhawk	2	3	0	2	7	(7)
Skylark	2	0	0	0	2	(5)
Somerset Regal	0	2	0	0	2	(0)
Cadillac (rear-wheel drive)	1	1	0	0	2	(4)
Cadillac (front-wheel drive)	2	2	0	0	4	(3)
Cimarron	1	0	0	0	1	(1)
Eldorado	0	1	1	0	2	(2)
Limousine	1	0	0	0	1	(2)
Seville	1	0	0	0	1	(1)
Chevrolet Impala-Caprice	2	1	0	1	4	(4)
Camaro	0	3	0	0	3	(3)
Cavalier	2	2	1	2	7	(7)
Celebrity	1	1	0	2	4	(4)
Chevette	1	1	0	0	2	(4)
Citation	1	1	0	0	2	(3)
Corvette	0	1	0	0	1	(1)
Monte Carlo	0	2	0	0	2	(2)
Oldsmobile Delta 88	3	2	0	1	6	(5)
Olds 98 (rear-wheel drive)	0	0	0	0	0	(3)
Olds 98 (front-wheel drive)	2	2	0	0	4	(4)
Calais	0	2	0	0	2	(0)
Cutlass Ciera	2	2	0	1	5	(5)
Cutlass Supreme	2	3	0	0	5	(5)
Firenza	2	2	0	2	6	(6)
Omega	0	0	0	0	0	(4)
Toronado	0	1	0	0	1	(1)
Pontiac Parisienne	2	0	0	1	3	(3)
Bonneville	3	0	0	0	3	(3)
Fiero	0	4	0	0	4	(3)
Firebird	0	3	0	0	3	(3)
Grand Am	0	2	0	0	2	(0)
Grand Prix	0	3	0	0	3	(3)
Phoenix	0	0	0	0	0	(5)
Pontiac 1000	1	1	0	0	2	(2)
Pontiac 6000	3	2	0	2	7	(7)
Sunbird	3	5	1	2	11	(11)
VOLKSWAGEN**	1	2	0	0	3	(4)
Golf	1	2	0	0	3	(0)
Rabbit	0	0	0	0	0	(4)
1985 TOTALS	106	133	13	38	290	
1984 TOTALS (end of model year)	116	140	12	37		(305)

*—Two-door total includes hatchbacks, which some makers list as three-door models.

**—Renault, Honda and Volkswagen totals include only U. S.-built models.

New deal in Baltimore

BALTIMORE. — Motor Coach Sales, Ltd., has been appointed a dealership for Lotus, Avanti, Bitter and Lamborghini. Scott I. Propper is the dealer.

obituaries

Walter M. Boomershine Sr.

MARIETTA, Ga. — Walter M. Boomershine Sr., 87, died here Oct. 21. Mr. Boomershine formed Boomershine Motor Co. in 1929 to sell Oakland cars. He later changed the name of the dealership to Boomershine Pontiac. Mr. Boomershine retired in 1975.

Sir William Duncan

LONDON. — Sir William Duncan, 61, chairman and chief executive of Rolls-Royce, Ltd., died here Nov. 5. Sir William had spent most of his business career with a British chemical firm before being named chairman-designate of Rolls-Royce in 1982. He was named chairman and chief executive in April, 1983.

Effects of Canadian strike overcome

Month posts modest car-sale gain

Continued from Page 6

cent, Buick was down 8.15 percent, Cadillac was down 5.37 percent and Oldsmobile dropped 23.92 percent on a year-to-year basis.

At American Motors, Renault domestic products were down 5.44 percent and AMC dropped 21.74 percent.

• The import total included several increases and at least three records for the month. Jaguar, up 34.49 percent, said its 1,517 sales were an October record. Mercedes-Benz was up 21.35 percent to a record 6,890 from 5,678, and Saab sales of 2,898 pushed its string of consecutive record months to 31.

Audi sales doubled, October to October; BMW was up 30.89 percent; Honda imports were up 8.96 percent; Peugeot was up 52.80 percent; Nissan was up 19.79 percent, and Toyota slipped 7.44 percent.

Intermediates claimed the largest segment of the U.S. market in October, 25.89 percent. Imports were next at 23.57 percent, followed by compacts at 16.43 percent, subcompacts at 13.54 percent, standards at 11.31 percent and luxury models at 9.26 percent.

Excluding imports, the breakout was: Intermediates at 33.88 percent, compacts at 21.49 percent, subcompacts at 17.71 percent, standards at 14.80 percent and luxury cars at 12.12 percent.

In the late-October reporting period, domestic new-car sales were up 3.28 percent, to 244,659 from 236,895 last year. It was the best total for the period in five years.

Ford was up 19.09 percent, Chrysler was up 18.47 percent and Honda was up 151.47 percent for the period, while GM dipped 7.17 percent, AMC was down 8.44 percent and VW plunged 41.54 percent.

GM sales accounted for 52.89 percent of the market, Ford had 27.23 percent, Chrysler had 13.87 percent, Honda had 2.62 percent, AMC had 2.56 percent and VW had 0.83 percent.

With nine selling days in the period both years, the daily rate was up 3.28 percent, to 27,184 from 26,322.

IMPORTED CAR SALES

	October, 1984	October, 1983	10 Months, 1984	10 Months, 1983
Alfa Romeo	235	185	3,088	3,651
Audi	6,020	3,017	59,994	37,928
BMW	5,971	4,562	57,728	47,703
Chevrolet Sprint	1,210	.....	8,522	.....
Conquest/Challenger	270	752	3,288	13,029
Plymouth Colt	3,951	3,307	26,079	28,842
Dodge Colt	4,716	3,510	29,614	32,453
Fiat	.....	.....	.....	4,489
Honda	35,177	32,285	315,998	297,807
I.A.I.	100†	.....	1,466	.....
Isuzu	1,638	1,505	14,637	17,263
Jaguar	1,517	1,128	14,186	12,370
Lancia	.....	.....	.....	513
Maserati Biturbo	140	.....	1,833	.....
Mazda	15,065	14,578	143,262	147,688
Mercedes-Benz	6,890	5,678	61,467	59,149
Mitsubishi	4,179	3,186	32,869	26,385
Nissan	42,059	35,112	409,088	446,314
Peugeot	1,745	1,142	16,272	12,132
Porsche	1,300†	1,566	16,966	18,084
Renault	710	2,313	10,388	28,726
Saab	2,898	1,970	27,820	21,611
Conquest/Sapporo	274	696	2,932	10,686
Subaru	12,090	12,045	132,883	132,912
Toyota	49,787	53,789	463,568	461,300
Vista	1,836	1,350	12,414	1,424
Volkswagen	5,850	5,671	86,901	61,495
Volvo	7,072	6,748	87,942	76,469
TOTAL	212,700	96,095	2,041,205	2,000,423

†—Estimate.

U. S. CAR SALES BY MARKETING UNITS

	October, 1984	October, 1983	10 Months, 1984	10 Months, 1983
Chevrolet	121,809	119,136	1,365,570	1,117,130
Ford	127,504	101,781	1,094,394	866,487
Oldsmobile	79,688	104,741	910,851	844,778
Buick	88,254	96,080	803,583	715,891
Toyota	49,787	53,789	463,568	461,300
Pontiac	56,685	58,677	601,666	449,760
Nissan	42,059	35,112	409,088	446,314
Mercury	50,400	39,983	449,352	340,813
Honda	48,460	37,504	428,457	335,424
Dodge	40,363	33,479	350,205	311,287
Plymouth	31,224	26,973	278,565	267,335
Cadillac	29,849	31,543	271,786	246,230
Chrysler/Imperial	30,351	25,101	277,579	219,928
AMC-Renault	14,802	17,657	175,469	187,135
Mazda	15,065	14,578	143,262	147,688
Volkswagen of America	16,080	17,430	149,172	188,074
Subaru	12,090	12,045	132,883	132,912
Lincoln	14,108	8,576	125,976	85,265
Volvo	7,072	6,748	87,942	76,469
Mercedes-Benz	6,890	5,678	61,467	59,149
BMW	5,971	4,562	57,728	47,703
Mitsubishi	4,179	3,186	32,869	26,385
Saab	2,898	1,970	27,820	21,611
Isuzu	1,638	1,505	14,637	17,263
Jaguar	1,517	1,128	14,186	12,370
Peugeot	1,745	1,142	16,272	12,132
Fiat	.....	.....	.....	5,002
Alfa Romeo	235	185	3,088	3,651
Maserati Biturbo	140	.....	1,833	.....
Porsche	1,300†	.....	2,410	.....
I.A.I.	100†	.....	1,466	.....
TOTAL	902,263	880,289	8,831,358	7,641,217

Chevrolet includes Sprint. Honda combines imports and domestics. Dodge includes Colt, Conquest, Vista. Plymouth includes Colt, Conquest, Vista. VWoA includes Audi, and Porsche through Aug. 31, 1984. Fiat includes Lancia. Porsche figures began Sept. 1, 1984.

†—Estimate.

GM reaffirms its position on fleet subsidy

Continued from Page 3

1965 U. S.-Canadian Automotive Trade Agreement is a prime example of successful industrial cooperation between two countries.

"The auto pact . . . has generated increased competition, production efficiencies, and high automotive employment in North America," he said.

"Like all such agreements, we need to make sure it fits the current competitive picture. But on a whole, it's done a good job for our countries. For our part, General Motors has great confidence in the Canadian automotive industry. In fact, Canada will continue to play an important role in GM's future."

• GM has announced plans to spend about $1 billion on a new truck program at the Oshawa (Ont.) plant that he said will include state-of-the-art technology in every operation.

McDonald also cited new investment at the St. Catharines (Ont.) foundry, where such technological advancements as computer vision robots have been installed. In addition, he said, the company has expanded its business with outside parts suppliers in Canada.

"As you know, we've also said GM of Canada is exploring the possibility of manufacturing a small passenger car designed by Suzuki in (Canada)," McDonald said. "These are only preliminary discussions and no such commitment has been made. But it illustrates our confidence in Canada and North America."

With a strong world economy and avoidance of another oil crisis, he told the Canadian dealers that new-vehicle sales may climb as high as 20 million annually in North America by the mid-1990s.

McDonald said the Japanese challenge should be met not with legislated quotas or local-content laws, but rather with a greater emphasis on customer satisfaction.

He termed the GM-Toyota joint venture and GM imports from Japanese and Korean affiliates "temporary measures." The ultimate solution to what he describes as built-in Japanese cost advantages is embodied in the corporation's clean-sheet Saturn small-car program, he said.

The Saturn Project, which will rely on new manufacturing techniques, has not been assigned a model year, but is due to come under the auspices of GM's Chevrolet-Pontiac-GM of Canada Group by the end of the year. McDonald said he recently drove the first Saturn prototype vehicle.

"The goal . . . is to discover or invent a cost-effective way to make high-quality cars here in North America," he said. "Saturn will become our answer to the problem."

DOMESTIC CAR SALES

	Oct. 2 to Oct. 31, 1984	Same Period, 1983	Oct., 1984	Same Month, 1983	Jan. 1 to Oct. 31, 1984	Same Period, 1983
Alliance	3,500	.....	7,285	8,112	87,968	109,463
Encore	2,367	.....	4,805	4,674	60,350	8,325
Total Renault	5,867	.....	12,090	12,786	148,318	117,788
Spirit	0	.....	0	84	0	4,189
Concord	0	.....	0	117	0	11,244
Eagle	400	.....	2,002	2,357	16,763	25,188
Total AMC	400	.....	2,002	2,558	16,763	40,621
AMERICAN MOTORS	6,267	6,894	14,092	15,344	165,081	158,409
Horizon	2,511	2,409	6,874	6,486	65,523	46,338
Turismo/TC3	1,463	1,284	3,796	3,701	40,730	31,119
Reliant	4,541	4,897	11,932	11,862	119,561	135,361
Caravelle	806	.....	2,249	.....	3,261	.....
Plymouth	454	100	1,260	282	14,420	14,322
Total Plymouth	9,775	8,690	26,111	22,331	243,495	227,140
Laser	1,586	1,157	4,137	2,686	46,038	3,611
LeBaron K	3,041	2,808	8,103	7,748	85,058	68,768
LeBaron GTS	48	.....	55	.....	55	.....
Cordoba	0	78	0	249	136	10,097
Fifth Avenue	4,013	1,417	11,428	3,575	77,116	64,593
E-Class	2,499	1,183	6,628	3,293	29,873	30,781
New Yorker E	0	2,756	0	7,527	39,303	40,902
Total Chrysler	11,187	9,399	30,351	25,078	277,579	218,752
Total Imperial	0	7	0	23	0	1,176
Omni	2,489	2,086	6,427	5,681	57,440	41,470
Charger/024	1,683	1,671	4,370	4,537	45,119	39,462
Daytona	1,401	838	3,550	2,062	38,187	2,864
Aries	4,273	3,339	11,406	9,134	94,943	101,132
Lancer	36	.....	37	.....	37	.....
Dodge 400/600	0	650	0	1,749	18,953	25,690
Diplomat	1,111	383	2,855	943	22,892	21,651
Mirada	0	70	0	225	282	4,186
Dodge 600 4-dr.	1,985	1,516	5,784	4,175	33,095	28,593
Total Dodge	12,978	10,553	34,429	28,506	310,948	265,048
CHRYSLER CORP.	33,940	28,649	90,891	75,938	832,022	712,116
EXP	1,303	245	3,370	543	25,434	18,141
Escort	12,353	10,600	34,759	27,375	295,350	275,090
Mustang/Mustang II	4,956	4,625	13,348	11,336	114,065	97,267
Tempo	8,776	8,319	24,192	23,077	214,757	94,063
Fairmont	0	.....	0	.....	0	37,521
Granada	0	.....	0	.....	0	3,751
Thunderbird	4,942	5,224	14,978	14,143	129,280	106,572
LTD	7,040	6,267	21,055	16,436	169,957	132,625
Crown Victoria	5,383	3,375	15,802	8,871	145,551	101,457
Ford Division	44,753	38,655	127,504	101,781	1,094,394	866,487
LN7	0	297	0	347	0	4,498
Lynx	2,468	2,411	6,904	6,630	56,611	68,641
Topaz	2,803	2,612	7,869	6,832	62,629	28,577
Zephyr	0	.....	0	.....	0	11,583
Cougar	0	.....	0	.....	0	906
XR-7	4,170	3,683	12,610	9,718	102,166	70,755
Capri	510	916	1,355	2,340	14,985	19,179
Marquis '83	2,941	2,490	8,504	6,634	89,432	53,677
Grand Marquis	4,212	2,646	13,158	7,482	123,529	82,997
Total Mercury	17,104	15,055	50,400	39,983	449,352	340,813
Continental	864	206	2,236	647	26,643	10,969
Lincoln	3,414	1,796	10,504	7,019	73,231	51,897
Mark VII	474	225	1,368	910	26,102	22,399
Total Lincoln	4,752	2,227	14,108	8,576	125,976	85,265
L-M Division	21,856	17,282	64,508	48,559	575,328	426,078
FORD MOTOR	66,609	55,937	192,012	150,340	1,669,722	1,292,565
Skyhawk	2,538	2,968	7,786	7,132	107,020	63,088
Skylark	3,960	3,462	10,517	10,682	89,919	87,220
Somerset Regal	2,438	.....	4,318	.....	4,384	.....
Century	9,228	7,188	22,002	20,207	183,485	123,225
Regal	5,546	9,010	14,277	25,486	162,566	203,429
LeSabre	6,527	6,020	16,740	16,167	138,958	128,177
Electra	2,710	3,362	6,299	9,445	72,796	67,651
Riviera	2,849	2,582	6,315	6,961	44,465	43,101
Total Buick	35,796	34,592	88,254	96,080	803,593	715,891
Cimarron	565	582	1,542	1,850	15,896	16,119
Seville	1,304	1,305	3,625	4,098	29,191	26,702
Cadillac	5,483	5,736	17,582	17,382	167,149	144,716
Eldorado	2,423	2,543	7,100	8,213	58,650	58,693
Total Cadillac	9,775	10,166	29,849	31,543	271,786	246,230
Chevette	3,334	4,792	9,805	13,924	145,567	148,104
Cavalier	8,466	9,278	27,671	25,857	324,401	210,247
Citation	2,633	2,223	7,257	6,323	82,064	80,123
Camaro	3,766	5,837	12,014	17,107	173,280	149,354
Celebrity	10,125	7,100	29,117	18,354	277,035	139,113
Malibu	0	576	0	2,425	881	83,672
Monte Carlo	2,747	3,778	7,702	10,946	104,193	85,359
Chevrolet	7,600	7,948	23,999	21,792	225,737	197,835
Corvette	1,107	961	3,034	2,408	23,791	23,323
Total Chevrolet	39,778	42,593	120,599	119,136	1,357,048	1,117,130
Firenza	1,360	1,155	4,861	3,827	53,920	38,149
Omega	192	925	788	3,423	33,183	43,835
Calais	1,621	.....	3,289	.....	3,318	.....
Cutlass/Ciera	5,588	6,867	15,310	22,827	208,657	155,225
Cutlass Supreme	6,683	11,100	20,838	36,601	267,067	279,949
Olds 88	6,514	6,187	20,556	20,686	225,353	194,316
Olds 98	3,003	3,876	9,644	12,772	84,248	99,569
Toronado	1,364	1,429	4,402	4,605	35,105	33,735
Total Oldsmobile	26,325	31,539	79,688	104,741	910,851	844,778
Fiero	2,322	2,579	6,486	7,059	85,615	9,074
1000	707	940	2,079	2,775	23,623	29,592
2000 Sunbird	2,570	2,707	8,548	7,278	109,462	72,568
Phoenix	202	495	703	1,625	12,448	21,508
Firebird	1,749	3,045	5,478	8,487	86,764	74,922
Grand Am	1,935	.....	4,825	.....	4,851	.....
6000	2,737	3,685	10,287	10,264	106,680	74,758
Bonneville	1,414	2,727	4,679	8,231	57,666	71,552
Grand Prix	1,837	2,726	5,912	8,604	63,599	76,973
Pontiac	2,241	1,587	7,688	4,354	50,954	18,813
Total Pontiac	17,714	20,491	56,685	58,677	601,666	449,760
GENERAL MOTORS	129,388	139,381	375,075	410,177	3,944,944	3,373,789
VOLKSWAGEN	2,035	3,481	4,210	7,176	65,931	70,856
HONDA	6,420	2,553	13,283	5,219	112,459	37,019
DOMESTIC TOTAL	244,659	236,895	695,563	664,194	6,790,153	5,640,794
IMPORT TOTAL	.....	.....	212,700	196,095	2,041,205	2,000,423
INDUSTRY TOTAL	.....	.....	902,263	860,289	8,831,358	7,641,217

BEST AVAILABLE COPY

In wake of Reagan's reelection

Unions face at least 4 tough years

Continued from Page 5

tions on key issues facing the country."

The Democrats won two more Senate seats, one each in Iowa and Illinois, but lost at least 14 seats in the House. Some say those results are not as bad as many inside organized labor had feared.

"The average American does not realize he has loaned out his future," Yokich said. "There is a $200 billion deficit. There is no way to cut that without raising taxes and the Democrats understand that."

• Rumblings from the Reagan Administration seem to indicate that there is a plan to cut the deficit without raising taxes — a tax reform.

One observer said he expects that the tax reform, which will come in the next two years, will require corporations to pay more taxes, will close the loopholes for those who escape paying taxes and will provide an across-the-board flat income tax rate.

If the Reagan Administration is able to do those things, the Republicans could well attract even more unionized voters in 1988. Those changes in the tax structure agree with the philosophy of many unionized workers.

Mr. Reagan is also expected to stand tough on cuts in social programs, which the UAW has traditionally supported. But again, unions have lost a lot of political clout and do not have the public support they did a few years ago.

There is another problem. According to Yokich, the young people who are traditionally Democrats are no longer looking for social programs. Instead, they are strong on patriotism and the Reagan camp has built its campaign and administration on just that.

Many Americans relate social programs to abuses and will vote against candidates who want to increase those programs. The voters feel they are shelling out too much to help those who, they believe, should be helping themselves.

• But there is another factor. The young Americans have high social and economic expectations. Their voting habits could be altered if a war, severe depression or other traumatic socio-economic events dampen those expectations.

Now, those people are almost ready for the working world and they could be in for a shock. They will likely not move up the corporate ladder as quickly as they assumed. That ladder is already filled with baby boomers who have a long time before retirement.

If this happens, there will be a lot of very unhappy, dissatisfied young people who could begin to evolve from their conservative, "me" attitude into a liberal, "us" mode. There are those who think the '60s could return.

The more liberal attitudes could cut into the Republican strength, giving the Democrats and unions more clout. The unions hope they will become popular once again as those young people organize to get what they perceive as their fair share.

• Consequently, Yokich said, four more years of Mr. Reagan and his conservative attitudes could cause a resurgence of the Democratic Party.

One way for that to happen is for another period of class warfare to develop — this time not between the working and rich classes but between the younger, expectant class and the older, established class.

The question now is, can the UAW and other unions get in touch with the political leanings of the membership? Can they deliver the vote when they endorse a candidate? Can they afford to spend money that it takes to actively support candidates, given their dwindling membership?

"The (1984) election was a kick in the teeth to organized labor," said one observer. "Maybe it is not good to be the labor candidate."

The UAW disagrees. According to Bieber, Mr. Reagan won on personal popularity and "amazing political luck."

"The pendulum swings of American politics are very great," Bieber said. "We have survived the dark periods of the past, and we will survive and eventually prevail despite the temporary setback represented by the 1984 election."

We shall see.

GM shareholders to get dividend of Class E stock

DETROIT. — General Motors declared a fourth-quarter dividend of $1.25 per share as well as a stock dividend of one share of its new Class E common stock for every 20 shares of GM common stock.

The $1.25 cash dividend maintains the amount that has been paid for the past two quarters and is up from the $1 per share paid in the fourth quarter last year.

Cash will be paid in lieu of fractional shares for the stock dividend and will be based on the average market price of the Class E common stock during the first five trading days after the Dec. 10 payments. Checks will be mailed the week before Christmas. The Class E common was issued for the acquisition of Electronic Data Services Corp.

The EDS stock was off to a soaring start. When trading on the stock began Oct. 19, it opened at $36.50 per share. Within a week, it hit $47 a share, leaving GM and analysts baffled as they had predicted little trading in the stock. Their explanation was the stock was volatile since it was thinly traded.

GM also declared the first quarterly dividend of 9 cents per share on the new Class E common stock.

Directors OK purchase of 10 million Ford shares

DEARBORN. — Ford Motor Co.'s board of directors has authorized the purchase of up to 10 million shares of its stock.

Purchase of shares would be made from time to time depending on market conditions and would be used for various corporate purposes, said John Sagan, vice president-treasurer. Goldman, Sachs & Co. is the agent for Ford's purchases.

Status of probes listed by NHTSA

Continued from Page 5

1982-84 front-wheel-drive A-cars.

NHTSA also announced formal investigations into: Rear brakes on 1981-83 GM X-bodies with both manual and automatic transmissions; alleged failure of hatchback door support mechanisms on 1979-80 Plymouth Horizons and Dodge Omnis; the same alleged defect for 1979-80 Ford Mustangs and Mercury Capris; alleged lack of power brake assist on 1980 GM X-bodies, and alleged rear-brake lockup on 1979 Ford Mustangs and Mercury Capris.

'29 Mercedes-Benz returns to Vatican

Pope John Paul II receives a 1929 Mercedes-Benz Nuerburg sedan from Daimler-Benz Board of Management member Hans-Juergen Hinrichs. The car, built for Pope Pius XI, was returned to the Vatican following a 16-month restoration in the Daimler-Benz museum workshop in Stuttgart, West Germany.

After four quarterly increases

U.S. dealer census shows a decline

Continued from Page 3

1, 1983, when the '84 selling season began.

This compared with a loss of 80 in the '83 model year and was the first upturn in the 22 years that AUTOMOTIVE NEWS has compiled census numbers on a model-year basis.

Prior to '83, the model-year losses had been heavy for the last few sessions. The industry lost 1,267 domestic-car dealerships in the '82 model year, 758 in '81 and 1,643 in '80.

• The ups and downs of the '84 model year found advances of 164 outlets for Chrysler Corp. and 80 for Ford Motor and slips of 86 for AMC-Renault, 75 for GM and 14 for Volkswagen. Factoring in the change in the number of intercorporate duals resulted in a gain of 46 for the domestic industry.

Franchise totals grew during the model year for every make except AMC, Chevrolet and VW.

The greatest growth was achieved by the Chrysler Corp. makes with increases of 186 franchises for Dodge, 182 for Plymouth and 172 for Chrysler.

All three Ford Motor lines were also up: 84 for Mercury, 79 for Ford and 39 for Lincoln. At GM, Pontiac added 50 franchises; Oldsmobile, 35; Buick, 30, and Cadillac, 10.

Renault was up seven, but AMC was down 33. Elsewhere, Chevrolet was off 15 franchises for the model year, and VW was off 14.

Chrysler Corp. had 3,962 car dealers on Oct. 1, an increase of 164 over the 3,798 it had a year earlier. The upturn was about the same as the 169 outlets Chrysler added in the 1983 model year.

The corporation has increased its dealer total for eight consecutive quarters.

Franchise totals on Oct. 1 were: Chrysler, 2,996; Plymouth, 2,947, and Dodge car, 2,864.

In addition to its 3,962 car dealerships, Chrysler Corp. has seven that handle only Dodge trucks. They are not included in the corporation's car-dealership total or in the Dodge car-franchise total.

Ford Motor Co. posted a gain of 80 car dealerships in the '84 model year and has increased its total for six straight quarters. The Oct. 1 figure was 5,534, compared with 5,454 a year ago.

Franchise totals are: Ford, 4,705; Mercury, 2,721, and Lincoln, 1,569.

There are 112 dealerships that handle only Ford heavy-duty trucks. They are not included in the Ford Motor car-dealership total or in the Ford Division car-franchise total.

GM had 9,985 car dealerships as the '84 model year began, down from 10,060 a year earlier. The loss of 75 compares with a dip of 170 in the '83 model year and was GM's lightest since '78.

The 9,985 total is something of a reverse milestone for GM. It's the first time the count has been below 10,000 since it passed that figure on the way up many, many decades ago. The 10,000 mark probably was reached in the 1920s; GM had 17,000 dealers at the beginning of World War II.

The corporate total is still over 10,000 when GMC truck outlets are included. The overall figure, with GMC, is 10,605.

Car-franchise counts on Oct. 1 were: Chevrolet, 5,135; Oldsmobile, 3,195; Pontiac, 3,010; Buick, 2,970, and Cadillac, 1,605.

On Oct. 1, the AMC-Renault dealership total was 1,468, a decline of 86 from the 1,554 at the beginning of the '83 model year.

Franchise totals were 1,393 for AMC and 1,336 for Renault.

U. S. FRANCHISES

	Oct. 1, 1984	Oct. 1, 1983
AMERICAN MOTORS-RENAULT		
AMC	1,393	1,426
Renault	1,336	1,329
CHRYSLER CORP.		
Chrysler	2,996	2,824
Dodge	2,864	2,678
Plymouth	2,947	2,765
FORD MOTOR CO.		
Ford	4,705	4,626
Lincoln	1,569	1,530
Mercury	2,721	2,637
GENERAL MOTORS		
Buick	2,970	2,940
Cadillac	1,605	1,595
Chevrolet	5,135	5,150
Oldsmobile	3,195	3,160
Pontiac	3,010	2,960
VOLKSWAGEN	896	910

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About 1,260 outlets handle both makes.

AMC has about 740 duals with Big Three makes and about 90 percent of them also handle Renault. About half of the 72 AMC-VW combinations also have the Renault franchise.

Volkswagen had 896 dealers on Oct. 1, a dip of 14 for the '84 model year. VW has an estimated 150 duals with other makes of U. S. cars.

Ford and UAW sign tentative pact in Canada

Continued from Page 4

Consumer Price Index with 1981 as the base. It had been one cent for every 0.26 percentage-point rise on a 1969 base.

Of the $3.44 an hour COLA, $2.99 was added into the base rate initially. Another 20 cents an hour will be rolled in in each of the following two years for a total of $3.39 per hour.

There is a one-cent per hour COLA diversion per quarter back to the company in the first nine quarters and two cents in the next two quarters.

• The contract also provides an income security program which basically tracks the GM agreement and provides workers with 10 years' or more seniority with an additional 52 weeks of income benefits once they have exhausted their Supplemental Unemployment Benefits of 104 weeks. The program is funded at $20 million.

Workers at Ford will be getting more paid-time off than those at GM. Workers with less than 10 years' seniority will get 2½ paid absence allowance days per year. Those with 10-15 years' seniority will get five days. Workers at GM get 2½ days across the board. The workers can also opt to take the benefit in cash with the payment on the hourly base rate.

There are also increases in pensions and a prepaid legal services program. Ford's contribution to the SUB fund was increased, as were Sickness and Accident and Extended Disability Benefits.

In addition, the company will be penalized for excessive overtime.

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51-day inventory of domestic autos on Nov. 1

Car supply falls to 12-month low

Continued from Page 3

levels of standard-size cars built by everyone but GM. The sole reason is increased production. Sales of those cars have increased across the board compared with Oct. 1 levels and are two to four times the rate of Nov. 1, 1983. But production has increased even more.

Subcompacts accounted for 22.69 percent of new U. S.-car stocks on Nov. 1; compacts, for 25.12 percent; intermediates, for 27.52 percent; standard-size cars, for 15.75 percent, and luxury models, for 8.92 percent.

One month earlier, the shares were: Subcompact, 21.35 percent; compact, 25.23 percent; intermediate, 28.56 percent; standard, 15.49 percent, and luxury, 9.37 percent.

There was a 65-day supply of subcompacts on Nov. 1.

The subcompacts and their days' supplies were: Ohio-built Honda Accords, 7; Fiero, 47; VW, 47 (some of those were Golfs, which weren't yet on sale during October; the Nov. 1 supply of Rabbits was only 35 days); Escort, 61; Chevette, 64; Lynx, 66, and Charger, 73.

Also, Turismo, 76; Omni, 77; Pontiac 1000, 81; Alliance, 89; Horizon, 94; Encore, 96; Daytona, 100; EXP, 103, and Laser, 104.

There was a 59-day supply of compacts, broken out this way: Mustang, 45; Topaz, 45; Cavalier, 46; Cimarron, 53; Skyhawk, 57; Tempo, 58; Aries, 62; LeBaron, 62; 2000 Sunbird, 62; Firenza, 64; Reliant, 66; Firebird, 73; Eagle, 84; Camaro, 92, and Capri, 100.

• There was a 41-day supply of intermediates: Cutlass Ciera, 26; Cutlass Supreme, 26; Pontiac 6000, 26; Century, 29; Omega, 32; Celebrity, 34; Grand Am, 34; Regal, 35; Skylark, 37; Grand Prix, 39; Bonneville, 40; Monte Carlo, 43; Cougar, 45; LTD, 45; Marquis, 54; Somerset Regal, 58; Thunderbird, 58; Caravelle, 59; Dodge 600, 63; Phoenix, 63; New Yorker E and E-Class, 66; Citation, 22, and Calais, 93.

There was a 54-day supply of standard-size cars: Oldsmobile 88, 30; LeSabre, 39; Chevrolet, 51; Parisienne, 61; Grand Marquis, 74; Crown Victoria, 76; Diplomat, 89, and Gran Fury, 92.

There was a 37-day supply of luxury cars: Cadillac, 19; Electra, 22; Oldsmobile Ninety-Eight, 23; Riviera, 31; Lincoln, 39; Seville, 40; Eldorado, 44; Toronado, 48; Fifth Avenue, 55; Corvette, 60; Continental, 85, and Mark VII, 111.

NEW-CAR STOCKS

	Nov. 1, 1984	Oct. 1, 1984	Nov. 1, 1983
Alliance	89	82	86
Encore	96	91	65
Eagle	84	118	72
AMERICAN MOTORS..	91	89	77
Caravelle	59	85	....
Horizon	94	77	53
Reliant	66	70	56
Turismo/TC3	76	63	51
Plymouth	92	64	43
Plymouth Total	75	70	54
LeBaron	62	54	43
Laser	104	82	68
Fifth Avenue	55	68	49
N.Y. E/E-Class	66	59	47
Chrysler Total	67	64	48
Omni	77	73	53
Daytona	100	80	76
Charger/024	73	72	70
Aries	62	67	61
400/600	63	69	56
Diplomat	89	78	35
Dodge Total	73	72	60
CHRYSLER CORP.	72	68	54
EXP	103	96	72
Escort	61	61	51
Tempo	58	54	66
Mustang	45	54	57
Thunderbird	58	77	83
LTD	45	42	47
Crown Victoria	76	67	40
Ford Division	59	59	58
Lynx	66	72	65
Topaz	45	57	67
Cougar	45	55	74
Marquis	54	33	49
Grand Marquis	74	67	82
Capri	100	95	83
Total Mercury	58	57	60
Continental	85	70	60
Lincoln	39	55	27
Mark VII	111	76	129
Lincoln Total	53	62	40
FORD MOTOR	58	58	58
Skyhawk	57	43	29
Skylark	37	40	46
Century	29	36	36
Regal	35	42	32
Somerset Regal	58	....	....
LeSabre	39	46	29
Electra	22	24	29
Riviera	31	55	36
Buick Total	36	42	34
Cimarron	53	63	69
Eldorado	44	66	32
Cadillac	19	22	34
Seville	40	46	32
Cadillac Total	30	38	35
Chevette	64	43	79
Cavalier	46	36	46
Citation	74	101	83
Camaro	92	72	46
Celebrity	34	48	51
Monte Carlo	43	53	63
Chevrolet	51	71	51
Corvette	60	78	34
Chevrolet Total	52	54	54
Firenza	64	61	53
Cutlass Ciera	26	34	38
Omega	32	38	51
Cutlass Supreme	26	33	28
Calais	93	....	....
Olds 88	30	41	23
Olds 98	23	27	25
Toronado	48	65	41
Oldsmobile Total	33	41	31
Fiero	47	33	17
1000	81	69	81
2000 Sunbird	62	47	72
Phoenix	63	73	89
Firebird	73	56	58
6000	26	41	45
Bonneville	40	56	56
Grand Am	34	....	....
Grand Prix	39	60	54
Pontiac	61	91	56
Pontiac Total	49	56	53
GENERAL MOTORS....	42	48	42
VOLKSWAGEN	47	44	68
HONDA	7	1	22
Total Cars U. S.	51	54	48
SUBCOMPACT	65	58	59
COMPACT	59	53	55
INTERMEDIATE	41	50	47
STANDARD	54	62	36
LUXURY	37	46	47

Happy birthday, T-bird

The Ford Thunderbird celebrates its 30th anniversary today (Nov. 12). Ford designer William P. Boyer, above, was lead stylist on the original 1955 two-seater T-bird and had a hand in designing today's Thunderbirds, including the 30th Anniversary Edition.

AMC says Kenosha's future depends on labor costs

Continued from Page 5

other U. S. makers have a broad line of products.

AMC will enter the intermediate-size market in the 1988 model year when it begins building its new mid-size cars at a $587-million assembly plant in Brampton, Ont. AMC already has an older facility in Brampton which builds the Eagle. A company spokesman said the company plans to continue to run both operations.

AMC also will introduce a new pickup truck to its Toledo plant for the 1986 model year and will import the Espace van and the Alpine sports car from Renault, its marriage partner, also for the 1986 model year.

In addition, the AMC/Renault partnership builds Jeeps in Mexico City and has an engine plant in Toluca, Mexico. And Renault began building the Alliance in Ciudadsahagun, Mexico, last fall. Stampings are provided by the Kenosha operation. The Ciudadsahagun plant also builds the Renault R5 and 18i (known as the 18 in Mexico).

These new-product plans have led to speculation that AMC will close the Kenosha plant because of its non-competitiveness.

Besides paying higher wages, AMC says the plant is not competitive in work rules and has eight times more union stewards than the industry average. AMC has one steward for every 23 workers while Ford has one for every 193 and General Motors has one for every 169.

AMC has been asking the UAW to reduce the number of stewards and it reecntly told the local union that if it cut the number in half, everyone in the plant would get a 25-cent-an-hour raise. The union refused.

According to Kuzel, the higher ratio was an evolutionary process in which part-time stewards gradually became full-time stewards. And, he said, stewards at AMC take care of a lot of things supervisors take care of at the Big Three.

While some sources say AMC is pressuring the union to begin talks early in an effort to cut down on labor costs, a company spokesman said there are no plans to begin negotiating early. But, he said, the union does not have to wait until September to make moves to become more competitive.

• According to one source, the company is seeking more than $2 an hour in concessions from the workers, fewer job classifications and fewer stewards.

The knowledge of AMC's non-competitiveness at its Kenosha operation has scared civic leaders in the city. Cletus Willems, an attorney and head of the Greater Kenosha Development Corp., wrote an editorial for the local newspaper asking the union and the company to try and work out the problem.

He said it believes AMC is getting ready to pull out of Kenosha. AMC is the biggest employer in Wisconsin and the city.

A copy of that editorial was sent to local AMC officials as a courtesy and to check for errors, Willems confirmed.

He said he is organizing a task force to analyze the problems at the plant. The group will be made up of objective people in Kenosha who are not connected with either the company or the union.

The mayor of Kenosha, John Bilotti, is also concerned. He wrote a letter to AMC asking for a meeting with the director of operations at the Kenosha plant. That meeting was held last Wednesday (Nov. 7), the day the letter was received.

According to Willems, the problem must be worked out in a triumvirate made up of labor, government and the company.

AMC has already said it will phase out rear-wheel-drive axle production in Kenosha next year and that it will close the forging operations there. It also plans to transfer its warranty parts inspection department to Detroit.

Bertone, after Bricklin split, to name several 'importers'

NEW YORK.—Details on the Bertone effort to garner a portion of the U. S. sports-car market are emerging slowly, as the company structures its importing operation after parting with Malcolm Bricklin.

A spokesman for the Italian auto maker confirmed that Western International, Inc., a Houston-based company headed by Don Ross, was named "an importer," but there will be several other importers for other areas of the country.

Bertone decided to go with four to six regional importers, he said. He would not identify the other importers.

Bricklin's International Automobile Importers, Inc., had been the sole importer, and had several distributors.

There is reason to believe these distributors will become importers for Bertone, according to several sources. The Bertone spokesman refused to identify anyone involved in these transactions.

He did say the contracts have been signed.

The new system will allow the price of the Bertone sports car to be lowered, making the cars more competitive, he said.

The Bertone spokesman agreed with Bricklin's characterization of the parting as "friendly."

Bertone is hoping to increase sales of its car, although the spokesman would not project any figures.

Canadian firepower bolstered by Ford

WINDSOR, Ont. — Attacks against the competition take more subtle forms in this modern era, but Ford of Canada's casting plant here nevertheless was busy last week turning out cannons.

Twenty cast-iron cannons are being reproduced for a replica of the HMS Detroit Ford is helping to build. The Detroit was a British flagship during the War of 1812.

Nissan reports 15 pct. rise in 6-month income

TOKYO. — Nissan Motor Co., Ltd., reported a gain of more than 15.7-percent in income for the six months ended Sept. 30.

Nissan's net income amounted to 41.6 billion yen, or $173 million dollars at current exchange rates, compared with last year's 36.0 billion yen.

Net sales for the six months were up 7.9 percent at 1,816.5 billion yen, or $7.6 billion at current exchange rates, compared with last year's 1,683.7 billion yen.

Unit sales were off 2.2 percent. Passenger-car sales were down in Japan's home market but up in the export segment. The reverse was true of the commercial vehicles. Kit cars, vehicles with 50 percent Japanese content sent overseas for final assembly, were off 1.4 percent.

Cimarron up $357; equipment added

DETROIT. — Cadillac has added standard equipment to its Cimarron four-door sedan and has raised the price $357 for '85. The new sticker is $12,962.

Cadillac said the additional standard equipment is valued at $1,029. It consists of power windows, six-way power seat, power door locks, power antenna, power trunk-lid release, tilt steering wheel and cruise control.

Ford to pay extra dividend, its first since '73

DEARBORN. — Ford Motor Co. declared an extra dividend of 50 cents a share. The dividend is payable Jan. 3 to shareholders of record on Nov. 30.

The extra dividend payment is in addition to the regular 40-cent dividend to be paid on Dec. 1.

Ford Chairman Philip Caldwell and President Donald E. Petersen, who replaces Caldwell as chairman in February, said the one-time extra dividend payment is based on the company's unique circumstances during the last several years.

It is only the fourth extra dividend payment made since the company went public in 1955; the last was in 1973. The extra dividend increases total 1984 dividends to $2 a share.

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But production slips below year-ago month

October output highest since May

By Louise Kertesz
Detroit Reporter

October production of 707,130 cars was the best since May's 724,837 and 30.33 percent better than September's 542,585. But last month's total was off 1.53 percent from the year-ago month's 717,972.

Makers targeted completion of 177,569 cars last week, an increase of 18.20 percent over the previous week's 150,234, when General Motors plants were resuming operation after the Canadian strike.

Though estimates had been optimistic, the previous week's output was the third lowest since mid-July.

Last week's projected total of 177,569 was 12.22 percent better than the year-ago week's 158,-233.

Last week's estimated production was shared as follows: GM, 57.79 percent; Ford Motor Co., 21.40 percent; Chrysler Corp., 15.04 percent; American Motors, 2.70 percent; American Honda, 2.06 percent, and Volkswagen of America, 1.01 percent.

GM scheduled two overtime shifts Saturday (Nov. 10) at the following plants: Detroit, Flint (Buick G-Line), Framingham (Mass.), Lansing (Plant 1), Oklahoma City, Willow Run (Mich.) and Wilmington (Del.).

GM plants in Lansing (Plant 2) and Orion (Mich.) worked one shift Saturday.

American Honda's plant in Marysville, O., also worked Saturday.

DeLorean ad asks readers to chip in on defense fund

Former auto maker John Z. DeLorean is taking to the lecture circuit and appealing to the public through newspaper advertising to tell his story and raise funds for his defense.

A defense fund to help defray legal expenses has been established and a full-page ad asking for money ran in the Los Angeles Herald Examiner last week.

Under the banner: "It's a Horror Story!", the ad, which DeLorean, reportedly helped write, reiterates his position taken during the cocaine trial that the government is out to get DeLorean. DeLorean ultimately was acquitted of the drug charges.

The ad asks for money to help in DeLorean's defense in Detroit.

DeLorean Motor Co. has filed for Chapter 7 liquidation in Federal Bankruptcy Court in Detroit. At the same time, a federal grand jury in Detroit is investigating alleged criminal tax fraud and bankruptcy fraud, sources have said. Of particular interest is the disappearance of the nearly $18 million which was to be used for developing the DeLorean automobile.

Suzi Cozad, a publicist who also worked on the ad, said the ad campaign may go national, though no decision has been finalized.

The advertisement was sponsored by the American Civil Economic Liberties Assn., a group described as being similar to the American Civil Liberties Union except it is concerned with "economic liberty" rather than civil liberties.

Though no contract has been signed, DeLorean is the scheduled guest speaker at Schoolcraft College in the Detroit suburb of Livonia Nov. 27, according to Schoolcraft spokesman Pat Newman. DeLorean's topic will be FBI surveillance of business people.

Tickets for the lecture, designed to be a fundraiser for Schoolcraft College, range from $5.50 to $8. A $25-per-person reception and a $275-per-person dinner will follow his lecture.

DeLorean will receive $12,000 for his talk.

Bendix to phase out South Bend operation

SOUTH BEND.—The Bendix Chassis and Brake Components Division of Allied Corp. intends to phase out its automotive manufacturing operations here by the end of 1986.

South Bend will continue to be the unit's administrative, marketing, and engineering center. Products currently produced at South Bend will be produced in other Allied facilities or purchased outside.

October output highest of year for truck makers

Assembling 291,754 units in October, U. S. truck makers had their best month this year and their best October since 1978, when 364,473 trucks were built.

Last month's output was 23.23 percent better than September's 236,756 and 18.66 percent above the year-ago month's 245,866.

Makers slated completion of 68,118 trucks last week, the highest weekly total this year, topping the 66,834 units for the week ended June 23.

Targeted output last week was 7.43 percent better than the previous week's 63,407 and 17.62 percent higher than the year-ago week's 57,914.

Two overtime shifts were scheduled for Saturday (Nov. 10) at the following General Motors plants: Janesville (Wis.), Lordstown (O.), and Pontiac (No. 5 and 6). The Detroit plant is scheduled to work one shift Saturday.

Ford Motor Co.'s Michigan Truck plant in Wayne (Mich.) is also scheduled to work Saturday.

Year's top week puts Canada over 900,000-car mark

Canadian car production topped 900,000 last week, four weeks ahead of last year.

And despite the General Motors strike, Canadian truck makers recorded their best October ever, with completion of 65,485 units.

Canadian car makers again expected their best week of the year last week, targeting assembly of 25,402 units.

That record was up 17.58 percent from the previous week's 21,612, which fell short of the projected high because GM plants could not resume at full speed after the strike ended.

October car production of 81,-585 units was up 15.99 percent from September's 70,335 and a bit ahead of last October's 80,-716.

Last week's output of 17,067 trucks was up slightly (0.95 percent) from the previous week's 16,906 and 50.94 percent better than the year-ago week's 11,307.

Annual production of T-115s at Chrysler Corp.'s Windsor (Ont.) plant has topped 200,000. Last week's output of 2,040 Plymouth Voyagers, 2,055 Dodge Caravans and 605 Mini Ram Vans brought this year's total to 202,489.

U.S. CAR PRODUCTION

	Week Ended Nov. 10, 1984	Week Ended Nov. 12, 1983	Week Ended Nov. 3, 1984	Oct. Total	Jan. 1 to Nov. 12, 1983	Jan. 1 to Nov. 10, 1984
AMERICAN MOTORS	4,800	5,570	4,290	11,835	169,257	167,942
AMC Total	.....	.....	.....	.....	4,071	.....
Eagle	.....	.....	.....	.....	4,071	.....
Renault Total	4,800	5,570	4,290	11,835	165,186	167,942
Alliance	3,200	3,230	2,670	7,237	138,394	96,166
Encore	1,600	2,340	1,621	4,598	26,792	71,776
CHRYSLER CORP.	26,700	12,042	27,287	135,039	757,814	1,091,681
Plymouth Total	8,500	2,883	8,492	44,134	264,783	332,433
Horizon	3,600	.....	3,431	17,560	99,294	142,335
Reliant	3,300	2,743	3,391	19,112	160,571	153,322
Caravelle	1,200	91	1,221	5,123	4,568	17,927
Gran Fury	400	49	449	2,339	350	18,849
Chrysler Total	8,200	5,192	8,180	38,641	190,477	352,804
LeBaron	2,300	1,010	2,359	11,231	73,977	102,730
LeBaron GTS	900	.....	833	1,759	.....	2,985
Laser	1,500	1,257	1,445	7,386	13,769	62,800
New Yorker/E-Class	1,500	1,269	1,529	7,490	94,245	81,482
Fifth Avenue	2,000	1,656	2,014	10,775	8,486	102,807
Dodge Total	10,000	3,967	10,615	52,264	302,554	406,444
Omni	2,600	.....	2,778	14,307	108,585	130,441
Aries	2,800	2,215	3,561	18,258	121,858	125,456
Daytona	1,100	892	1,121	5,668	10,920	47,021
Dodge 400	.....	.....	.....	.....	18,478	.....
Dodge 600	1,500	805	1,376	6,910	42,081	65,819
Lancer	700	.....	626	1,404	.....	2,340
Diplomat	1,300	55	1,153	5,717	632	35,367
FORD MOTOR	37,993	37,301	42,006	189,467	1,342,253	1,557,032
Ford Division	23,890	25,130	26,253	122,461	870,849	1,007,277
Escort	6,885	8,688	7,519	34,386	245,985	304,520
Fairmont	.....	.....	.....	.....	23,728	.....
Mustang	2,744	3,388	2,566	14,747	103,932	120,690
LTD	4,407	4,647	5,486	24,567	154,953	196,471
Thunderbird	3,210	3,473	3,231	14,836	166,742	130,435
Crown Victoria	1,968	1,429	2,178	8,951	82,331	74,045
EXP	1,091	17	1,093	5,406	1,407	36,773
Tempo	3,585	3,488	4,180	19,568	91,771	142,343
L-M Division	14,103	12,171	15,753	67,006	471,404	549,755
Mercury Total	10,567	10,135	11,667	49,690	381,378	402,525
Lynx	1,221	1,484	1,243	6,523	65,486	80,859
Capri	458	667	726	3,145	21,953	16,098
Zephyr	.....	.....	.....	.....	8,601	.....
Marquis	3,201	1,981	3,153	13,493	65,622	105,047
Cougar	2,648	3,067	2,707	12,355	111,441	100,534
Grand Marquis	1,580	2,134	2,016	8,273	82,169	80,755
LN7	.....	.....	.....	.....	290	.....
Topaz	1,459	802	1,828	5,901	25,816	39,232
Lincoln Total	3,536	2,036	4,086	17,316	90,026	147,230
Continental	642	368	747	3,162	10,383	32,184
Lincoln	2,504	511	2,898	12,319	54,734	91,814
Mark VI/VII	390	1,157	441	1,835	24,909	23,232
GENERAL MOTORS	102,616	98,623	72,190	351,453	3,452,090	3,840,947
Buick Total	25,768	21,208	17,697	92,150	779,519	862,090
Skylark	3,442	3,127	1,071	9,169	95,221	93,912
Skyhawk	2,732	2,453	2,640	7,870	64,666	118,141
Somerset Regal	2,125	.....	1,763	8,630	.....	17,159
Century	5,976	3,609	4,111	23,042	147,092	198,621
Regal	3,103	4,853	2,861	12,388	211,372	158,556
LeSabre/Electra (rwd)	4,883	5,881	2,674	18,473	215,776	179,942
Riviera	1,198	1,285	1,469	6,132	45,392	45,727
Electra (fwd)	2,309	.....	1,108	6,446	.....	50,032
Cadillac Total	8,063	7,386	6,087	27,225	269,097	285,110
Cimarron	356	514	217	172	17,960	13,995
Seville	767	729	987	4,217	30,518	33,746
Eldorado	1,560	1,399	1,773	7,193	84,428	66,394
Cadillac	1,920	4,744	1,502	5,408	156,191	100,503
DeVille (fwd)	3,460	.....	1,608	10,235	.....	70,472
Chevrolet Total	29,065	32,364	20,931	103,684	1,146,114	1,299,515
Chevette	2,747	4,101	2,643	12,861	180,747	156,374
Cavalier	8,902	7,377	6,919	25,019	266,331	354,354
Celebrity	5,281	5,992	2,931	25,427	146,086	249,604
Camaro	4,803	4,851	3,414	8,940	170,193	200,717
Citation	1,858	1,972	561	5,306	76,473	93,149
Malibu/El Camino	606	618	513	1,930	98,342	21,309
Monte Carlo	1,010	3,950	1,262	10,249	103,493	89,186
Chevrolet	2,898	2,785	1,656	10,265	80,605	104,939
Corvette	960	718	1,002	3,687	23,844	29,885
Oldsmobile Total	27,022	25,791	19,645	85,138	888,066	929,568
Omega	.....	2,014	.....	.....	46,800	29,289
Firenza	555	1,891	114	4,750	41,570	59,269
Cutlass Supreme	5,697	8,066	5,322	19,306	264,668	225,492
Cutlass Ciera	6,020	4,806	5,083	16,871	186,074	216,945
88/98 (rwd)	7,865	8,057	4,516	22,291	310,235	275,482
Olds 98 (fwd)	3,189	.....	1,452	8,646	.....	65,134
Calais	2,685	.....	2,083	6,799	.....	19,099
Toronado	900	957	1,075	4,475	36,719	38,858
Pontiac Total	12,698	11,874	7,860	43,256	369,294	464,664
Acadian†	.....	339	239	1,282	13,028	12,930
2000 Sunbird	2,800	3,114	2,422	8,679	97,167	123,216
1000	777	952	722	3,930	36,873	35,860
Firebird	2,577	2,992	1,778	4,710	87,290	94 313
Phoenix	.....	502	.....	.....	22,275	14,116
Grand Prix/Bonneville	.....	1,938	.....	.....	83,912	29,753
Parisienne	2,029	719	1,334	8,258	10,295	39,137
Fiero	2,400	1,318	.....	10,175	18,454	103,062
Grand Am	2,115	.....	1,365	6,219	.....	12,297
HONDA	3,660	1,676	2,950	14,220	43,632	119,675
VOLKSWAGEN	1,800	3,021	1,511	5,116	84,182	64,786
Total Cars, U. S.	177,569	158,233	150,234	707,130	5,849,228	6,842,073
Total Cars, Canada	25,402	22,989	21,612	81,585	833,378	909,281
N. American Cars	202,971	181,222	171,846	788,715	6,682,606	7,751,354
N. American Trucks	85,185	69,221	80,313	357,239	2,542,490	3,421,777
North American Cars and Trucks	288,156	250,443	252,159	1,145,954	9,225,096	11,173,131

†—All Acadians are built for sale in Canada. *—Estimated.

CANADIAN CAR PRODUCTION

	Week Ended Nov. 10, 1984	Week Ended Nov. 12, 1983	Week Ended Nov. 3, 1984	Oct. Total	Jan. 1 to Nov. 12, 1983	Jan. 1 to Nov. 10, 1984
AMERICAN MOTORS	610	727	609	1,463	25,178	19,299
CHRYSLER CORP.	.....	.....	.....	.....	104,365	.....
FORD MOTOR	11,041	7,052	11,000	47,728	233,837	382,585
GENERAL MOTORS	13,526	15,030	9,778	31,404	460,821	498,351
VOLVO	225	180	225	990	9,177	9,046
Total Cars, Canada	25,402	22,989	21,612	81,585	833,378	909,281

TRUCK PRODUCTION IN U. S.†

	Week Ended Nov. 10, 1984	Week Ended Nov. 12, 1983	Week Ended Nov. 3, 1984	Oct. Total	Jan. 1 to Nov. 12, 1983	Jan. 1 to Nov. 10, 1984
CHEVROLET	21,439	18,261	17,138	81,486	723,484	857,297
DODGE	5,400	3,840	4,621	21,952	124,826	183,448
FORD	24,966	22,182	26,028	119,943	805,500	1,040,327
GMC	7,993	6,341	6,959	28,487	228,524	281,864
INTERNATIONAL	1,570	1,228	1,577	6,844	44,513	65,987
VOLKSWAGEN	.....	.....	.....	.....	2,079	.....
JEEP	3,700	3,636	3,806	17,275	89,104	162,157
NISSAN	2,000	1,376	2,228	10,937	11,276	85,158
AM GENERAL	50*	50*	50*	230*	2,180*	2,260
MISCELLANEOUS	1,000*	1,000*	1,000*	4,600*	43,600*	45,000
Total Trucks, U. S.	68,118	57,914	63,407	291,754	2,075,086	2,723,498

CANADIAN TRUCK PRODUCTION

	Week Ended Nov. 10, 1984	Week Ended Nov. 12, 1983	Week Ended Nov. 3, 1984	Oct. Total	Jan. 1 to Nov. 12, 1983	Jan. 1 to Nov. 10, 1984
CHRYSLER CORP.	6,940	.....	8,696	36,012	112,266	316,465
FORD MOTOR	3,664	3,111	3,289	14,877	123,324	134,697
GENERAL MOTORS	6,248	4,028	4,720	13,663	226,909	239,716
INTERNATIONAL	215	263	201	933	4,905	7,401
Total Trucks, Canada	17,067	11,307	16,906	65,485	467,404	698,279
N. American Trucks	85,185	69,221	80,313	357,239	2,542,490	3,421,777

†—Now includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.